

Ted S. Holstein
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THE Quill

A MAGAZINE FOR WRITERS, EDITORS, AND PUBLISHERS

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the eyes of a free lance

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The Press of 1980

A British View

THE QUILL for February printed a thoughtful discussion of the journalism of the future by William Preston Beazell, former national honorary president of Sigma Delta Chi and former assistant managing editor of the *New York World*. Below are some paragraphs culled from a speech along the same lines, made by R. D. Blumenfeld, vice-president of the British Institute of Journalists, at St. Bride's Institute, London, as reprinted in the *Journal* of the British Institute of Journalists. The similarities of the two prophecies are striking.

"It is inconceivable," Mr. Blumenfeld said, "that the newspaper 50 years hence will be as dissimilar from that of the present day as the present-day newspaper is from its forerunner of 50 years ago, for much of the contents have more or less figured in newspapers since their inception in the form of news letters, and, in my view, will be perpetuated.

"Having regard to the permanent features of newspapers, any increase in circulation in the future will have to be achieved largely by improved quality and manner of presentation, and by an abatement of undesirable sensationalism."

Mr. Blumenfeld continued: "The invention and improvement of scientific and mechanical processes has an important bearing on the speed of production and distribution. Twenty-five years hence most of the news and pictures will be transmitted by wireless. Copy, as it is being typed some thousands of miles away, will be received direct on the improved form of machine which scientific and mechanical progress will evolve, while the present mechanical process of stereotyping photographs, i.e., printing photographs from cast metal plates, will be superseded by a photographic process direct to the paper.

"The organizations owning the newspapers of the future will retain the structure which

they have by now acquired, i.e., they will be large business concerns of amalgamated companies with vast capital resources able to give the best prices for the best brains and material in the best markets. This will be all to the good so long as these organizations existed not necessarily to make profits only, but primarily to live up to the best traditions of journalism, to speak fearlessly with good intent and without evasion, and since the present-day newspapers reflect the thoughts of the people rather than inflict their own views upon the public, large circulations with the widest possible dissemination are desirable.

THE time is coming when we shall have newspapers of much larger size, ranging from twenty-four to forty pages, while pictures in color and colored supplements of as many as sixty pages will in the not very distant future make their appearance. I predict that within ten years *The Times* will contain a page of pictures in five colors. No color process can at present be used which will permit of more than 18,000 copies per hour being obtained from a rotary machine. A fortune awaits the person who can invent a machine which will print in five colors at the rate of 35,000 copies per hour, which is at present the normal capacity of the modern press.

"News never happens until the afternoons. I believe that the hour of beginning work in this country, particularly in the provinces, will in ten years' time have come to be advanced to the 8:00 a. m. observed on the Continent and in America, and this will reduce the amount of time available for the perusal of the morning paper, and for these reasons, and on account also of the earlier habits of the people, it is the evening newspapers that will come to hold the field except in the great cities, where the morning edition will prevail as the natural purveyor of the news of the day before."

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What Publicity Is---and Is Not!

An Expert Ridicules the Notion that All Publicity Is Evil
—and Cites Cases in Point

By LEE MOSER

IT has been my business to watch publicity carefully. For several intense years, in the South, Middle West, and East, I have taken its temperature, its pulse, and its respiration. I have never thought that there was anything organically wrong with publicity work.

I do not think so now.

It is impossible, however, to deny that many sincere publishers, editors, and laymen are convinced that publicity is a generic name for a combination of incurable maladies. I became acquainted with this point of view during the four years I was connected with an advertising agency, where the majority of my colleagues were converted to the principle of paid space. Publicity, to them, was a plague.

To me, publicity is nothing of the sort.

Publicity is not suffering from any serious ailment. Its ills are minor. Occasionally it is inclined to be unnecessarily excitable, but this is nothing worse than undue activity of its nervous organization with concomitant psychosis. Sometimes, too, it doesn't put forward an effort equal to the results it hopes to obtain—and doesn't get 'em; but this indicates nothing more dangerous than poor digestion or general glandular debility. Its only chronic illness (and the most annoying) is that of running off at the arm—known professionally as "diarrhea of words."

Neither is publicity a disease in itself. The viewpoint of those who consider publicity a pestilence, as I now understand it, is based on a peculiar logic. Since much of my experience has been with financial houses and with the financial pages of newspapers, I'll summarize this logic in a syllogism that applies to financial publicity. Thus:

All statements in newspapers or magazines that might interest purchasers in a purchasable commodity or service are advertising and should be paid for at card rates.

Statements in the news columns that touch on investment securities are of interest to investors.

Therefore, payment at card rates should be made for all statements in news columns that touch on investment securities.

I do not say that this logic is easy to understand. If you really wish to understand it you must approach the matter with a rate card in one hand and a publisher's balance sheet in the other. Don't examine the premises too closely; clamp on blinders that will exclude all other considerations save current net income.

IN setting down this sterling bit of treasurer's logic, as applied to publicity, another syllogism occurs to me that is just as logical as the one already cited.

Any advertising that results in loss or inflicts a permanent injury upon newspaper readers should not be accepted for publication.

Through financial advertising fraudulent securities, and other securities that depreciate in value, are sold; the result is that thrift is discouraged, confidence in investments is destroyed and thousands of persons in poor circumstances suffer.

Therefore, financial advertising should not be accepted for publication by newspapers.

Thus, by two strokes of this kind of logic, we can dispose of the financial section of the modern metropolitan newspaper. It might take several years, however, for publishers to break themselves of the habit of issuing annual financial reviews and special public utility editions.

Apply the underlying principle of this kind of logic to all other departments of the newspaper, and we can play havoc with them also; for publicity is not confined to one kind of news only. Fashions are discussed in the women's section, with illustrations of dresses produced by prominent designers. The most popular patterns and materials are extolled. Oftentimes the exact articles or yard goods discussed and illustrated are advertised in the same edition of the paper, thus giving the advertiser a perfect tie-up. What man will deny that such publicity creates the desire to purchase or that it leads to direct sales of the identical articles or materials described?

THEN there are reviews of plays, obviously unbiased, which even urge readers to buy seats for a certain play. I quote from the theatre section of the *New York Evening Post*:

"The *Front Page* is easily the best show in town, not excepting any of the survivals of last season."

The pernicious influence of publicity has been extended beyond the daily and weekly newspapers to journals of our profession as well. I quote from an article, signed by the president of an automotive manufacturing corporation, that appeared in *Printer's Ink*. This official says:

"Let me cite, at the risk of seeming to advertise my own company, the style record of our company in recent years. It was a pioneer in the four-wheel brakes. It was the first company to offer a closed car at the price of an open car. It was a pioneer in the use of balloon tires and in automatic chassis lubrication. It was the first to adopt harmonizing exterior and interior color combinations. It was the first to offer the public an eight at the price of a six."

Mr. Jordan himself would have a hard time writing a better automobile ad than that.

This gentleman, of course, only cites these facts for the purpose of illustration. But Mr. Blank's publicity man was by no means the first to think of that expedient or to make use of it.

In both of the instances just cited, the publisher's duty is clear. This matter should be locked up in four point rules and the space charged for at card rates.

Publishers of daily and weekly newspapers who are convinced that publicity is evil should turn their ethical eye to sport news. Here is an opportunity to make liberal use of the broad black rules and the standard rate card. Here a publisher may exercise the zeal of a Methodist minister turned prohibition enforcement agent. For, in this department, the newspapers have gone beyond the point of catering to public interest and have given the appearance of cooperating with the promoters of commercialized

sports in creating artificial interest. There is no denying that millionaires have been created by prize fight and baseball gate receipts. Yet the advertising that has enabled promoters to cast up a neat net yearly income has appeared chiefly in the news columns of the sports pages and under streamer heads in sports extras—not of two or three, but of hundreds of papers.

The efforts of the average publicity man are not so well rewarded. A hard working and successful publicity man recently showed me a story that he had written. It was an excellent feature. It told of a hundred-and-four-year-old Norwegian who had arrived in New York that morning on a certain steamship with the avowed intention of touring the United States alone. Later, this story appeared in several New York newspapers. The name of the steamship appeared twice in the story as it was published. Perhaps it should have been deleted. Some other hundred-year-old man might have tried to buy passage on the boat before it could pull anchor.

In the same way, if we are to be thorough in this matter of stamping out publicity, the name of the city should be deleted from a publicity story telling of a building boom in a metropolitan center. The place should be designated as a "a certain Eastern city," or as "somewhere in the United States," so that contractors, manufacturers of building supplies and equipment, and the building trades may derive no benefit from this information. News stories that tell of the demand for labor or of lower living costs in certain manufacturing centers are generally the work of publicity men. Such stories attract population. More black rules!

In short, when one follows the logic of those who bewail the pernicious influence of publicity to its ultimate absurdities, it becomes apparent that they fail to make certain obvious distinctions or to take account, as well, of the real obligations of modern newspapers to publicity men.

ADMITTEDLY, "free publicity" is a phrase that, in its broadest sense, is in disrepute in newspaper offices. And rightly so. Free publicity refers to matter that has no place in the news columns by right of news or feature interest. It has an unsavory history. It is associated with the cheap publicity stunts of advance representatives of circuses and theatrical troupes, and to the material produced by press agents of would-be-notables, fly-by-night organizations, and such. Press agents who work in this field do not hesitate to arrange events bordering on the spectacular in order to create news, to misrepresent or even to fake news. Their one consideration is to get the attention of the public, to incline them favorably toward the individual, company, or cause they represent, and they

are not over-scrupulous about the means employed to gain that end. A current example here in New York is the somewhat saccharine press-agenting efforts on behalf of the alleged author, Mrs. Margaret (Peggy) Hopkins Joyce. (She is getting along in years now, and I believe in showing the proper respect) and her book *Men, Marriage and Me*.

The validity of many accusations made against such "free publicity" is granted. I am willing to admit that a great deal of "free publicity" ought to be called advertising matter disguised as news matter. But that is the work of press agents. It has nothing to do with publicity in the correct sense of the word. Publicity is not free publicity.

What, then, is publicity?

Publicity as it is defined and practiced by successful, and ethical, publicity men is something entirely different. In fact, the publicity man is a natural development of a complex business and industrial life combined with the ever-increasing necessity for speed and accuracy in newspaper production. This is true insofar as it affects every classification of news and every department of the newspaper, but it is especially true with respect to financial news appearing in the large metropolitan newspapers.

People with widely varied interests turn to the financial department of the newspaper for information.

Not only investors, but retail merchants, engineers, economists, architects, contractors, steamship operators, financiers, as well as many other groups of people, and each with a different commercial or professional interest. Men who for as many different reasons have a special interest in public utilities, railroad extensions and mergers, natural gas supply and development, hydro-electric power, and a great many other subjects of equal importance, turn to their newspapers and periodical publications for current information.

When you begin to inquire into the sources of this information, you begin to discover the true importance

of the publicity man and to learn of the service which he renders to modern channels of news distribution. A newspaper reporter with a degree in engineering, as well as major studies in corporation finance, to his credit, would be unable to appreciate or adequately "cover" half of the technicalities that contribute to the importance of the news available for publication any day in La Salle Street or Wall Street. The technicalities of each of the subjects I have indicated, how-

ever, must be handled accurately, if at all. The publicity men who are working in these fields must be given a great deal of credit for the accuracy and readability of such technical information offered in the newspapers.

As a matter of fact, publications are themselves responsible to a large degree for the development of the professional publicity man. The limitations of the average reportorial force as compared with the increased volume of available news, and the necessarily limited knowledge newspaper men have of specialized fields, have resulted in a failure to recognize or appreciate the news value of available material, or at any rate to seek it out. For one reason or another, ridiculous misstatements, misquoted speeches, inadequate treatment of news, and misrepresentation of news made it necessary for individuals or corporations of large interests to retain publicity men and publicity

bureaus in self-defense. Perhaps the greatest contribution that newspapers have made toward the establishment of the publicity profession is the tendency to give the most space to persons or organizations that furnish typed copies of speeches, or prepared interviews, or summaries of facts on business or market tendencies.

I do not know that these points to which I have referred should be called either faults or shortcomings of the newspapers so much as they should be considered a natural development of a more complex business organization. Whether they be deficiencies or inef-

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A Career in Publicity

Lee Moser, author of the article that leads off this issue of *The Quill*, has had a long and close acquaintanceship with publicity.

He is a member of the Kansas State chapter of Sigma Delta Chi, and his class is 1917.

He was at one time editor and "publicity man" for the state of Arkansas.

Later he was publicity and advertising manager of the United States Grain Growers Corporation.

Still later he was public relations director for the Institute of American Meat Packers.

Still later he was publicity director for Halsey, Stuart & Company.

Right now he is advertising manager of the Lawyers Mortgage Company, one of the oldest of New York City's guaranty mortgage firms.

His career has been publicity; what he says about it merits respect.

Planning to Go to the Country?

Here's What Small Town Publishers Say to the Man Who Wants to Buy Into His Own Job

Gathered by FRANKLIN M. RECK

CAN the big-city newspaper man succeed in the small town?

What must he learn—what must he do—if he's to make a go of it as proprietor of a small-town daily or weekly?

Every year, scores of metropolitan newspaper men are going into smaller communities. Hundreds of others are gazing with longing eyes at the ownership of a small plant. To help these men, THE QUILL sent letters to small-town publishers all over the country, asking the above questions.

Last month, THE QUILL carried a dozen replies, each having a slightly different slant, all giving helpful tips. These replies said:

Take stock of yourself. Find out if you're fitted for small-town life. Even more important, find out how your wife likes living in a small town!

Get some experience before you invest your money.

Have sufficient capital—country plants are no longer cheap.

Be ready to rub elbows—to enter into civic activities.

Learn all you can about the advertising and business end before you leap.

And here are suggestions from nearly a score more editors and teachers of journalism—men who are in a position to know what they're talking about.

Marc N. Goodnow, field representative for the department of journalism, University of Southern California, cites two instances of the success of big-city men in small towns:

"Neil Murray, of the El Monte *Herald*, is a former New York *Herald* man. He also was city editor of the Omaha *News* for some six or seven years. He had never had any experience on the business side until he ventured into this newspaper, but he has one of the best in Southern California, with profits that must run close to \$10,000 a year. In the first place, Murray is thorough, keeps accurate costs and records, and watches collections like an eight-minute Scotchman. He works closely with his advertisers. He is a member of the service clubs, promotes public events, golf tournaments, and altogether keeps things stirred up. I find also that his advertisers get results, and don't mind saying so.

"John B. Hungerford, Jr., who owns the North Hollywood *News*, is another example of a big-time man who is making good in the weekly field out here. He was on the New York *Times* editorial staff and had some experience in the Orient. He has a complete printing plant, with a good-sized job department, and does a good volume of business. Both of these men are live and hustling, two of the principal assets of a weekly publisher who succeeds."

J. F. Craemer, of *The Daily News*, Orange, California, cites two instances of big-city men who failed—or nearly failed—in the country, and the reasons:

"Superiority complex caused the downfall of a city-trained man in one instance I have in mind. In another instance—a daily in a smaller city—failure to realize the importance of local news in preference to telegraph news as a front page feature brought about a competitive situation that was entirely unnecessary. It didn't result in failure but certainly greatly reduced the earnings of his property."

J. L. Powers, of the Ames, Iowa, *Daily Tribune*, stresses the need for a knowledge of bookkeeping. Another Iowa publisher states that he went into the country field depending upon a partner for a knowledge of the business and accounting end, and the partner failed to qualify; the experience cost him something like ten years. Harry B. Potter, of the Marshall, Iowa, *Herald*, places a knowledge of accounting higher than editorial knowledge in the running of a rural paper.

W. D. Allen, of the Brookline, Massachusetts, *Chronicle*, says: "Editorial brains can be hired, but few country newspapers can afford to hire a financial brain. The publisher should be able to handle the 'front shop,' hire good editorial brains for the news department, and mechanical brains for the 'rear shop.'"

"Place your business at the start," recommends Chapin Collins, editor of the Montesano, Washington, *Vidette*, "on a strict accounting basis, and stick to it. It's the easiest thing in the world to have the whole establishment run away with you if you haven't a specific knowledge of accounting details. Lack of appreciation of the importance of accounting has cost this business in the last three years easily \$400, and that is an item.

"I'm not much on promotional and business getting stunts. The most successful country newspaper men I know have a minimum of stunts in their history. They put out good papers and watch the week by week opportunities closely.

"Our papers are business enterprises, and must be so treated. By this I mean, a good newspaper must pay its bills, pay good wages, and make a reasonable return on its investment. We see plenty who turn their papers into money mills. We see others who run themselves ragged giving a service that the town does not, or cannot pay for. Both, to my mind, are making a mistake. One is a commercial success, but a failure as a newspaper man. The other is a success as a newspaper man, but a failure at business.

"Pay' is the word. Lack of appreciation of the importance of accumulating has cost this business in the last three years easily \$400, which is an item, and only one item at that."

"Be a good collector!" warns Edwin A. Bemis, secretary of the Colorado Press Association.

You can get by better without editorial knowledge than you can without business knowledge, is the opinion of W. H. Bridgman, of the Stanley, Wisconsin, *Republican*, and he adds the warning that many men have failed in the country because they dabbled in politics.

H. C. Hotaling, executive secretary for the National Editorial Association, stresses not only the need for business and mechanical knowledge, but for adjusting your own living to your business.

"I know of two specific instances where city editorial men went to the country and made failures," he writes. "In both instances the editors had it in mind that they had to keep up with men of wealth in the community, and they lived beyond their means. Having been on salaries in the cities, they were not prepared to take on business responsibilities and meet the payrolls on Saturday night. They thought only of themselves."

He gives this advice to the metropolitan man: "I would say to the big city reporter if he were going to the country that he would have to change his entire idea of handling news. He would have to get nearer to the

people. He would have to be more social than the city man. He would have to do things that would seem 'little' in the cities. He would have to get on a level with the people with whom he was doing business; would have to be one of them. He would have to take part in their activities—accept a position as secretary of the public library or on the board of education. He would have to learn to trade at home. He would have to have constantly in mind the welfare of the community. Naturally he would not find in the stores the assortment and selection that he would be used to in the city, and he would have to regulate his wants accordingly."

THREE writers—K. F. Baldrige, of the Bloomfield, Iowa, *Democrat*, Stuart H. Perry, the Adrian, Michigan, *Daily Telegram*, and R. H. Pritchard, of the Weston, West Virginia, *Democrat*, place editorial knowledge above business knowledge. They believe that the business knowledge may be more readily picked up, but that editorial sense is harder to acquire.

At the same time, Mr. Pritchard warns the prospective purchaser not to discharge the staff of the paper he's buying. They know a lot of things "that may save him some embarrassing moments."

Fred W. Kennedy, of the School of Journalism, University of Washington, states that more important than editorial knowledge, job printing, bookkeeping or mechanical information, is an understanding of advertising, because advertising furnishes the chief revenue of the average small paper. From the editorial standpoint, he recommends diplomacy—a quality needed above all others in small communities.

The state of Washington, Mr. Kennedy says, makes a business of placing big-city men in the country field. Over thirty have been so placed.

"All of them have made good," he says. "To tell you why they made good is asking too much unless you want to confine it to a plain statement that they have minded their own business, studied the interests

of their community, operated their newspapers for community upbuilding, stayed out of politics, and aided their merchants in better advertising and better merchandising."

While many of the writers



emphasize the need for a careful handling of the news, and one or two feel that news suppression is more justifiable in the country than the city, Mr. Taylor (*The Traer Star-Clipper*) makes a plea for courage in handling news of local people.

"It's the editor's duty to print all the news that is fit to print," he says. "When a banker is arrested or a leading advertiser gets into court, the facts should be printed, without comment, as fully as if the victim were the most humble citizen of the community. He will lose a few subscribers, but the gain will exceed the loss."

If you go into the country field, hit it hard. The country editor, Paul R. Goddard, of the *Tazewell County Reporter*, Washington, Illinois, points out, may drift on for years, eking out a living. And nothing could be more unsatisfactory than that.

What Publicity Is—and Is Not!

(Continued from page 5)

iciencies, however, they have encouraged the establishment of publicity bureaus and departments of public relations, and, in large part, they circumscribe the activities of the average publicity man.

PRIMARILY, it is the publicity man's job to present facts to the newspapers that otherwise might be overlooked. If he is quite successful in his work over a period of years, the probabilities are that he exercises an average degree of caution and ethics in verifying and writing the news material that passes through his hands.

The good publicity man does not have a routine job. His attitude is that of a reporter assigned to a certain beat and he must as conscientiously devote himself to searching out news and feature stories worthy of being accepted by the city editor. The province of the publicity man and the value of his work to the newspapers and to the public is acknowledged by a noted journalistic educator and author, Nelson Antrim Crawford, in his book *The Ethics of Journalism*. Mr. Crawford says:

"That the function of the publicity man, by whatever name called, will soon disappear under pressure of the newspapers is extremely unlikely, especially in view of their recognition in some cases of his desirability. Until greater specialization, more marked investigative skill, and more pronounced readiness to go to trouble in obtaining news, are general among journalists, the publicity man is likely to retain his place. What newspapers may practicably do toward freedom from propaganda is to accept the aid of the publicity agent only in supplying indubitable facts and in putting into popular language the technical

details of specialized fields. Newspapers also may wisely refuse to accept any copy of any sort from any publicity agent who has once proved unethical in his conduct. The general practice of newspapers is in this direction. However blindly they may at times attack the problem, journalists realize essentially that the only press worth anything is a free press."

I shall not try to give a definition of legitimate publicity in a sentence. Any such definition would have to be followed by a hedge clause of book length. Even then, the definition would be subject to individual interpretations—to the intelligence, training, and skill of the writer who attempted to put it into practice. The turn of a few phrases or the slant of one paragraph can turn any legitimate publicity story into a propaganda blurb. Instead of attempting a definition, therefore, it is more to the point that I should cite examples.

There is a railroad in Chicago that serves a large suburban population. A few years ago, this railroad arranged for financing new station facilities at certain suburban points, for renewing and rehabilitating equipment, and in other ways providing for the convenience and comfort of a steadily increasing suburban population. The note issue to be sold was comparatively small. The Chicago newspapers gave the facts no more space than they deserved. But here was an opportunity for a local story for each of the newspapers in the suburban centers that would benefit. The publicity men wrote localized stories for each town and all of the papers printed the stories—most of them in front-page, top-head position. The firm name of the underwriting house was written into the stories—it was a part of the news—and some of the newspapers wrote it into the heads. Several of these local papers wrote to the underwriting house and expressed appreciation for prompt and complete details furnished them. And why not? It was a story such as the city correspondent of any of those papers might have sent in for publication at space rates. Coming direct from the news source, however, the editors could be even more certain that the details were accurate and complete.

The newspaper has a legitimate selfish interest in publishing news of particular interest to its particular group of readers. Those requirements were met by the publicity story cited above. A reputable financial house also has a legitimate selfish interest in having its name associated with financing that demonstrates its enterprise and constructive influence in the community. That requirement was met by this publicity service. I submit this as an example of legitimate publicity.

Another example. When a certain piece of indus-

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Teaching Journalism By Interview

Conference and Classroom Share in Iowa State's New
Twenty-Seven Hour Course

By C. R. F. SMITH

Instructor in Technical Journalism, Iowa State College

SCRAPE-CLICK, SCRAPE-CLICK, SCRAPE-CLICK.

Scoop Carlquist, journalism student, the iron horseshoes in his leather-heeled shoes dragging noisily, enters the classroom and with a collegiate flounce drops down in a back seat.

"Hi, Joe," he greets one of his fellow journalists. "Got your story ready for class today?"

"Nope. Too busy gettin' out the paper. Prof. never looks at 'em anyway till they're a week old, and when you get the papers back you can't read more'n half his marks."

"Wonder what the old boy's goin' to talk about today. He's been winded for about a month. I don't mind writin' stories, but as for comin' to class I'd rather sleep where it's comfortable."

* * *

Ca-thump, ca-thump, ca-thump. Rubber heels bounce agitatedly on the hard wooden floor of his office. It is three minutes before class time. The "prof" looks nervously at his watch.

"What-the-devil shall I talk about today? If I tell 'em how to write stories they forget it by the time they write 'em. Then when Scoop reads his story in class Joe Smith won't listen, and when Joe reads his Scoop won't listen. They all sleep some of the time. And when I take a couple of hours to correct carefully a bunch of papers they take one look at the grades and dump 'em in the waste basket."

The "prof" glances at his watch again. The hour is here. He must go.

* * *

IN tabloid form I have presented both sides of the picture that finally caused a small revolution in the methods of teaching reporting, and editorial and feature writing classes in the Department of Technical Journalism at Iowa State College. Under the leadership of Prof. Blair Converse, head of the department, we are using a combination classroom and conference system of teaching for much of our professional work.

During the past year Mr. Converse has developed a 27-hour course, or sequence of work, that combines all of the professional writing courses with journalism

reading, history, and ethics courses, formerly offered by the department. Instead of having news, editorial and feature writing each offered as separate courses, they are now included in this one course of 27 credit hours. Instead of offering history and ethics, each as separate courses, these subjects are now taken along with the writing work, largely as collateral reading.

The student of journalism probably will never be more interested in learning how the technique of news writing developed under James Gordon Bennett or Charles A. Dana than when he, himself, is trying to develop that technique. Furthermore, Bennett and Dana will quite likely serve as inspiration to the student in trying to develop his own technique of news story writing. Likewise, the student's interest in ethical questions and the laws of libel will never be keener than when his writing brings them up for consideration.

UNDER this new plan, which was put into effect last fall after a year of experimentation with the class and conference system of teaching, the professional student, beginning with his sophomore year, enrolls each quarter for three hours of "Technical Journalism 20." This three-hour class, instead of meeting three times a week, meets in lecture or recitation period once a week; and the instructor meets each member of the class in a regularly scheduled personal conference once a week, with added conference scheduled when necessary. Each week the student brings to conference problems concerning his assignments, reports on assigned outside reading, and such assigned writing as he has done.

In other words, for the normal student to get his three hours of credit, instead of attending three hours of classes each week he attends only one class and one (sometimes more) personal conference at which the sole topics of discussion are his particular writing problems, assignments, or outside reading reports.

So much for the normal student—that average student of ordinary intelligence and application who "gets by" about as well as most of his classmates. But, Mr. Converse's plan goes further than merely looking after the normal or average student. It makes provision for the exceptional student, by pro-

viding an elastic schedule of credit hours whereby at the end of a term the student is given anywhere from none to five hours credit, depending upon the amount and quality of the work done. The student enrolls for three hours at the beginning of each quarter; but he will not know till the end of the quarter just how many credits he will receive, although he will have a fairly definite idea, since the course is carefully outlined, topic by topic. The outline carefully specifies the normal standard of accomplishment for the student who desires to make three hours per quarter. Those who want to go faster may; likewise those who want to go slower may fall behind. All are given credit at the end of each quarter for the work accomplished, and a detailed record is kept in the departmental files.

The work of the course is divided into four departments, assignments being given concurrently in each department: lecture and textbook; conference; periodical reading reports; and book reading reports. In only one of these departments, lecture and textbook, is the student expected to keep up with the rest of his class. The complete outline of the course, given the student at the beginning of his normal three years of work, lists the lecture and textbook assignments for the 90 periods during the entire three years. In all other departments the student may take his own speed and receive credits accordingly.

Thorough examinations over each phase of the work are given from time to time during the course, and a complete examination over the entire 27-hour course is given at the completion of the work to ascertain the student's fitness.

THIS classroom-conference instruction with elastic credit arrangement is, I believe, unique in journalism teaching. It is revolutionary on the Iowa State College campus, but seems to be working out satisfactorily in this, its first year of operation.

Writing is a form of art. Journalism is but a practical application of that art. And technical journalism—the writing of agricultural, engineering, home economics, or other scientific articles for specialized magazines, newspapers, or newspaper departments—is a specialized form of journalism.

Any experienced newspaper man knows that many a comparatively insignificant occurrence has become news of national interest in the hands of a good reporter who is a skilled writer. That's where the art comes in. And instruction beyond a certain point in any art is more effective when it is individual. Criticism

of that art, likewise, becomes meaningful to the student when it is specifically applied to his own particular production.

Especially is this true in a department that teaches technical journalism—that teaches Mary White how to write home economics articles for women's magazines; that teaches Scoop Russell how to write agricultural articles for farm magazines; and that teaches Joe Smith to write stories of chemical research for national scientific syndicates.

Beyond the fundamental instruction applicable to the various types of journalistic writing there is a point beyond which further progress comes principally by writing, rewriting, outside criticism, and further revision. "The only way to learn to write is to write," a veteran editor once told a class I attended. "And to rewrite," another editor added.

It's of little wonder that Mary White writes notes to the boy sitting next to her while, at the instructor's request, Scoop Russell reads to the class his story, "Better Winter Hoghouses." Neither is it any more wonder that Scoop goes to sleep while Mary reads and the instructor discusses Mary's story on "Helping the Bride Choose a Trousseau."

Chances are that either Mary or Scoop would get more out of twenty or thirty minutes of personal attention and individual criticism of the stories they have written than they would out of a half dozen drowsy class periods.

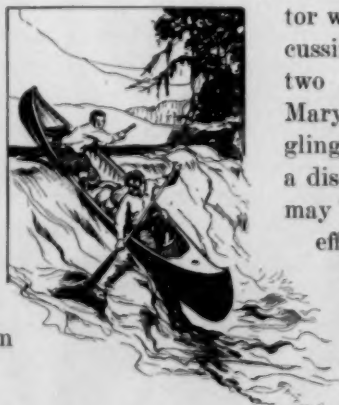
Chances are also that if Mary brought her story to the "prof's" office for a conference period, the sole purpose of which was to discuss her story on "How to Choose the Bride's Trousseau," that Mary would be more likely to listen to the discussion—and listening, probably would get more out of it.

Chances are too that the "prof's" oral explanation and criticism of the story on the bride's trousseau would be much more complete and intelligible than would the half illegible scrawl he would use in "marking up" the paper some night at the office.

And when Scoop Russell, the budding agricultural journalist, turns in a story, "Commercial Fertilizer vs.

Barnyard Manure," he and the instructor will both feel much more at ease discussing the comparative merits of these two agriculturally important items if Mary White is not around to do her giggling act. In fact, even with men only, a discussion involving barnyard manure may be carried on with more pedagogical effectiveness if only two men are present. There is less possibility of an uproarious outburst of masculine mirth.

(Continued on page 29)



They Kept Faith

South African Journalists Risked Jail Sentences Rather Than Break Pledged Word

By ISAK LE GRANGE

SOUTH AFRICAN journalism has been stirred since the year began by legal proceedings that were started by the Minister of Justice, and led up to a sentence of imprisonment on a Johannesburg reporter. The journalist refused to divulge his sources of information about a story he had written of the drawing of a lottery, of which the first prize was £20,000 (about \$100,000).

David Louw, the reporter concerned (and I am happy to say that he is a colleague of mine on the *Rand Daily Mail*, which bills itself as "the leading paper in Africa"), is known today by name in every newspaper office in the British Empire in consequence.

Mr. Louw was closely associated in the proceedings with another *Rand Daily Mail* reporter, John P. Cope; in Cope's case, however, the proceedings were adjourned *sine die*, as he had not been an eye-witness of the drawing.

For a fortnight the story of what became known as "The Louw Case" had pride of place in practically every one of South Africa's newspapers, in addition to being the subject of lengthy editorials and much public discussion throughout the country. The cable network linking the States of the British Commonwealth of Nations sang equally with the news, and what was the Union's biggest story of a year was heavily splashed in New Zealand, Australia, and London.

American newspaper men may compare South Africa's case with that of the three reporters of the *Washington Times* who only recently were sentenced in circumstances that, it will be noted, were not dissimilar.

It should be pointed out that lotteries in South Africa are as illicit as rum running in the United States—and flourish equally. Emphatically prohibited by the law, the selling of lottery tickets is a business as highly organized as the running of hooch in Chicago, although no hi-jackers prey on the salesmen of the gaily-printed paper slips that offer first prizes varying from £100 to £20,000. The lotteries are mostly drawn monthly, and often pay their prizes on the same numbers that are whirled out by the marbles in the legal lottery in the Portuguese port of Lourenco Marques, just across the Transvaal border. The police have lately made a drive against lottery organizers, and Mr.

Louw entered the news as its subject and not its recorder at the point where he did what the police could not do—he attended the drawing of a huge lottery in a Pretoria hotel.

His story of the draw was splashed, in view of the prevailing atmosphere, to say nothing of the size of the first premium, £20,000, and the fact that the hotel was within 200 yards of the police headquarters of the whole Union (Pretoria is the administrative capital of South Africa). Only the names and the place involved were omitted from the story, Mr. Louw having pledged himself not to disclose them.

The Minister of Justice and his department were considerably riled at the "cutting" style adopted towards the police in the story, and the sequel was that two detectives strolled into the *Rand Daily Mail* office a few days later, chatted amiably with their friends the reporters, and served a summons upon Lewis Rose Macleod, the editor of the *Rand Daily Mail*, and upon Messrs. Louw and Cope, to give evidence concerning "the drawing of a lottery."

THE subpoenas were issued under the authority of a recent amendment to the Criminal Procedure Act, which provides that where it is known that an offense has been committed, a magistrate is empowered to demand sworn evidence concerning it from any persons who might be thought to have knowledge of the facts of the offense, to enable a charge to be framed and the identity of the person presumed to be guilty to be disclosed sufficiently for the public prosecutor to initiate criminal proceedings. Should any witness called refuse information, the magistrate is empowered to commit that person to prison for eight days, meanwhile adjourning the proceedings. At the end of eight days the proceedings can again be adjourned if the witness again refuses to speak, and in this way a man might possibly be kept in prison all his life.

Messrs. Cope, Louw, and Macleod appeared in due course at the Johannesburg Court of Resident Magistrate, and Louw was required to give sworn evidence as to the names of the persons involved in the lottery draw. Louw explained that he had pledged himself not to do this, and that it was against the ethics of journalism as he conceived it to disclose his sources.

The public prosecutor retorted by reading the sec-

sion of the Criminal Procedure Amendment Act, which provides for imprisonment. Mr. Louw was unmoved, and the magistrate adjourned the proceedings until the following day to give him an opportunity "to change his mind."

That night the Johannesburg branch of the South African Society of Journalists passed a resolution congratulating Mr. Louw upon the stand he had taken, and backing him morally, and incidentally financially.

The following day the position remained unchanged, the Magistrate in a friendly way warning Mr. Louw that if his attitude remained unchanged he would find himself "up against a brick wall."

Meanwhile resolutions of support from organizations of journalists were pouring in to Mr. Louw, and every newspaper in the country, English or Afrikaans, was featuring the story daily. Editorials that mostly supported Mr. Louw's action, but only in a proportion of cases condemned that of the Department of Justice, appeared everywhere, and each day's news in the Johannesburg papers was infiltrated with cables from British Imperial centers overseas announcing the support in editorials of the local Press of the South African journalist's attitude.

Public opinion so obviously siding with the journalist, and able to be expressed more freely in spite of its *sub judice* nature because of the rare type of the inquiry, impressed the Minister of Justice. This functionary, Mr. O. Pirow, proceeded to startle the public by allowing it to be realized before the conclusion of the case that the proceedings would be dropped if a satisfactory compromise were offered. No such compromise was offered, however.

At the third hearing Mr. Louw put before the magistrate a written statement explaining his position.

He found, said he, that he was faced with this dilemma: That while he was bound by the standard of journalistic ethics and of his own personal honor not to disclose the sources of his information in this matter, he was also required by his duty to the State to expose the people guilty of an offense. Personally, he saw no moral turpitude in the holding of a sweep (the winning of a lottery) and the impression gained by him in the course of his journalistic work was that sweeps were viewed in the same light by the general public. He had, therefore, no hesitation in pledging himself to secrecy when invited to witness this sweep.

"I now find myself in the position of being required under pain of committal to prison to disclose the information that has been given to me in confidence," said Mr. Louw, "and I want to explain why I cannot break this confidence."

"In journalism we come by news in various ways. We often get information in confidence,

and very frequently the sources of our information are disclosed under a pledge of secrecy, and often in circumstances where it is taken for granted that we will not disclose these sources. Unless we rigidly observe these confidences it would often happen that the inner history of events and affairs would not be revealed to us. It is, therefore, vital for the purposes of our professional work that we must strictly observe confidences. But it is not only a utilitarian necessity. It is a matter of personal honor and integrity, and is essential to preserve the high standard of integrity in our profession."

The magistrate, in a written judgment, replied that unfortunately for journalists the law did not provide any exemptions for them, in this respect, and that they had to be treated as any ordinary citizen of the State. He sentenced Mr. Louw to eight days' imprisonment, suspended for seven days, during which time Mr. Louw could either change his mind, or take the matter to the Appeal Court. The latter suggestion was acted upon, and appeal was noted.

Since the appeal has been noted on purely moral grounds, there being no legal justification for such a step in this case, it is unlikely that the matter will be taken to the Appeal Court. It is on the cards, however, that the matter will be allowed to slide into forgetfulness—officially.

"In journalism we come by news in various ways!"

Few Fraternity Editors Unpaid

Thirty-nine part-time editors of college fraternity publications are paid an average salary of \$730 yearly, according to an article by Leland F. Leland in *Banta's Greek Exchange*. The figures are based on an official survey conducted by the College Fraternity Editors Association, a subdivision of the Interfraternity Conference.

Nine of 48 editors questioned are full time employees, according to the report. Five of them are editors only, four are also business managers, and one manager is also secretary. Only 12 part-time editors are not paid; the other 27 receive from \$50 to \$2,000 a year. The average salary, excluding the 12 not paid, is \$1,141.

Full time editors are paid from \$1,800 to \$7,500, but they also act as business managers, assist with office work, inspect chapters, issue secret publications, and do other miscellaneous work.

George Jean Nathan has sold his interest in *The American Mercury* and has resigned from his editorial job with the magazine. Nathan and H. L. Mencken were associated for more than ten years, first on *Smart Set* and later on the *Mercury*. The break was perfectly friendly.



Here's How They Do It in Illinois

You Can't Get a Professional Certificate There Unless Newspaper Men Say You Are Good

By LAWRENCE W. MURPHY

Professor of Journalism, University of Illinois

IF an editor can tell when a cub reporter has made good a committee can tell when a newspaper man should be given professional recognition. This thought, working through the minds of Illinois publishers, led to the adoption by the Illinois Press Association in 1928 of a state professional certificate plan, which has been in operation since.

This plan, calling for certification of newspaper men by the association, is one of the most recent and most widely discussed projects for the improvement of the profession. It accords the reporter or editor recognition after he has passed through the stages of a cub or beginner and has proved himself a seasoned and competent workman.

The school of journalism graduate making inquiries about the plan and his prospects for obtaining a certificate is surprised to learn that he "doesn't rate." Before he can earn the recognition accorded by his fellows in the profession he must make good on a paper. He must go through as exacting and as thorough a period of practice and discipline as the interne does in the hospital after graduation from a school of medicine.

During the year or more that he spends as a cub reporter or handy man around the newspaper plant he must make good with the other members of the staff. When he has climbed into the earning class of an experienced man, or when his associates consider him to be a full-fledged newspaper man the Illinois Press Association presents him with its honorary professional award, the Certificate of Professional Standing in Journalism.

This certificate is issued by a permanent standing committee of the association, which reserves the right to examine candidates on subjects of a professional and technical nature and to inquire into the reading and study that the candidates have done. Candidates are expected to show a knowledge of the theory and practice of reporting and editing, a general knowledge of other departments of publication and journalistic work, and a knowledge of the history, principles, and ethics of journalism. In the field of specialized reading and study they are expected to show a good background in literature, history, economics, philosophy, political science, and sociology.

One of the distinctive things about journalism is that a reporter or desk man is always under examina-

tion. He is writing and editing every day, and his work is being constantly checked up through complaints and by the watchful eyes of his superior. Thus, from the standpoint of practice at least, the associates of the cub reporter are in a strategic position to judge the merits of his performance. For this reason the associates are accorded a place in granting professional recognition under the Illinois plan.

A graduate of a school of journalism beginning work as a cub reporter on a Rockford or Elgin paper might come at once under the eye of a half dozen holders of professional certificates. These men would observe his work, his bearing, and his development, and recommend him for examination or for professional standing after he had been at work for a year or more. If the cub went to another paper before obtaining his certificate, he would be given credit for the period that he had already put in. However, he would not rate a certificate merely because he had put in time. He would be compelled to carry on until he had begun to do work of professional competence and quality.

THIS plan is not operating to the exclusion of self-made newspaper men. A high school graduate who has been with a good newspaper for five years or more is eligible for examination or recommendation. He will not fare well unless he is a superior workman and unless he has done reading and study at home that fit him to take rank beside the best men on the papers. But he is given a fair chance, and that is all that the self-made man has ever asked.

Already three hundred reporters, editors, and publishers have been granted the certificate. In Chicago, on one paper alone, nearly one hundred members of the editorial staff have been accorded recognition. On this paper there are about one hundred and fifty full time editorial employees. About fifty of them are doing non-professional or cub reporter work. Some of them are assistants or writers of information columns that are non-journalistic in character, such as health hints. A number of the cubs on this paper are nearing the end of their training period and will be eligible for certificates in a short time.

It is to be expected that Chicago papers will have high standards for beginners. For example, certain Chicago papers will not take a man until he has served

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A Publicity Seeker Turns Publisher

And so the Seeker's Servant Abandons Press Agenting For Agricultural Journalism

By KENNETH HINSHAW

THIS is the story of the metamorphosis of a press agent. It starts back in 1918, as the war ends; it follows the development of a farm movement from a small beginning to the status of big business, a development that takes with it the "press agent" of twelve years ago and makes him a representative of a form of the journalistic craft that generally commands far more respect and position.

It is the story of the growth of a new style of publicity, one that replaces press agency and does it in a far more effective and dignified manner than the press agent knew.

The Eastern States Farmers' Exchange, a cooperative purchasing organization, operates in nine Eastern states. This organization has a membership of 30,000 farmers and does a business of one million dollars a month. The organization serves as a purchasing agency, selecting, buying and distributing feed, seed and fertilizer for its membership. There are no dues or formalities. Any one making a purchase through the organization automatically becomes a member.

Twelve years ago, at the time the Eastern States Farmers' Exchange was organized, there was a vastly different attitude toward farmers' cooperative organizations than that which prevails at the present time. Looking back, we can now see that the general attitude

of the American farmer toward cooperative organizations was all wrong. It was the universal farm opinion in those days that a cooperative marketing organization should—in some magical way—increase the selling price of farm products anywhere from ten to

a hundred per cent over the prices of similar products marketed through private concerns. Likewise, a cooperative purchasing organization was expected to buy supplies at half or three quarters of their market value. Somehow the cooperatives never attained sufficient perfection to do this.

Cooperatives in their early days were mainly community affairs made up of a small group of producers interested primarily in bettering the local market for their products. Very few of the big scale cooperatives were in operation two decades ago. This

may be attributed very largely to the fact that farmers had not yet learned that it takes brains to operate business on a large scale successfully. Farmers as a class are very hesitant about taking part in any enterprise that creates a high salaried position for anyone whose income must come from margins placed on whatever the farmer buys or sells through the organization. This lack of capable management, and the fact that the cooperatives did not bring about the much-dreamed-of price manipulation, caused many of them to fail. The emphasis given to agricultural cooperatives at the present time by the Federal Farm Board is still having difficulty in living down the prejudices brought about by these early break-downs.

While cooperatives were small community affairs, news about them crept into the columns of the agricultural press on about the same scale as stories about individual farmers. Then along came large scale cooperative organizations, some of them replacing wholesalers, others providing keen competition for manufacturers of products originating on the farm; and finally, there was established the farmers' cooperative purchasing organization which began treading on the toes of retail dealers of various commodities.

At first, news articles about cooperative affairs were welcomed by the agricultural press. The term "agricultural press" is here applied to farm magazines—not newspapers which, although broadminded about articles of news value, are generally a minor help to cooperative promotion among farmers. But there was a limit to free publicity. Private organizations—wholesalers, manufacturers, retailers and the like—



The Eastern States Co-operator in infancy



The magazine grown up

paid out cold cash for advertising space in these agricultural publications, while their cooperative rivals were enjoying liberal publicity in the news columns. Just one too many stories singing praises for the cooperative and the advertising manager of the farm paper received correspondence from some private corporation that made his hair stand on end. The editorial thumbs immediately began turning down severely on any but the most general articles pertaining to the welfare of agricultural cooperatives, especially when these organizations competed with private business that bought advertising regularly. Just when publicity work for the cooperatives was rounding into a nice press agent job, it came in for a sudden and severe shake-up.

It was unreasonable to expect agricultural publications to carry on extensive publicity for the Eastern States Farmers' Exchange when that organization competed directly with feed manufacturers, feed deal-

ers, fertilizer companies, seedsmen and mail order houses that supported these periodicals by paid advertising. Clever press agent work might get a few stories into print, but there was always a storm of protest heaped upon the editors whenever this occurred. Try paid advertising? The Exchange did that, too, and still does for that matter; but the sort of publicity essential in promoting a cooperative purchasing organization cannot all be crammed into advertisements. Moreover, the Exchange program called for adjustments in all phases of farm practice, a big educational task unsuited to advertising treatment alone. Furthermore, some of the cooperative program conflicted with the best interests of certain private corporations—a situation that made it awkward, indeed, for the two concerns to advertise on the same page.

The solution was reached when the cooperative press agent sat down at his typewriter and pounded out a two page story that was duplicated and mailed out to members of the Exchange. In a few months, this ungainly publicity medium grew to a four page printed bulletin. The press agent had started to turn his coat.

Today, the Exchange publication—the *Eastern*

States Cooperator—has 16 pages and a circulation of 50,000 farm homes. It is a powerful little monthly magazine with a firm editorial policy and a hearty following among its readers. It is distinctly a departure from ordinary agricultural journalism. The *Cooperator* has an individual style and a make-up unlike any other publication that I know, yet its simplicity, its straight-from-the-shoulder copy and its clean-cut appearance have won it a favored place at many farm firesides. I believe the *Eastern States Cooperator* is a pioneer in a field some day to be a highly developed, interesting and well paid type of agricultural journalism.



A glimpse of what's inside

Even now, most of the larger cooperative organizations have a publication of their own. They are no longer dependent on clever press agents to hood-wink agricultural editors into granting free space in the news columns of their papers for the advancement of the cooperative's cause. They have gradu-

ated from the hand-shaking class.

Some call these publications house organs, but the so-called house organ of the large agricultural cooperative is really not a house organ at all. Instead of being the private news sheet of the organization aimed at the stimulation of sales effort these papers pretty generally cover the entire field of agricultural subject material and do so strictly from the point of view of reader benefit. Not a few of the readers of these publications received them at first with somewhat hostile attitude. To overcome this prejudice which the farmer has toward publicity material which he believes is trying to sell him something, whether that something be an idea or a silo, the journalist on a cooperative magazine must tackle his subjects in clean-cut style and with broad-minded viewpoint.

Looking over the various publications put out by the large scale cooperatives, one is immediately impressed with the fact that this field of journalism has scarcely been scratched. In the first place, many of these magazines began circulation as mimeographed sheets sent out by some sales manager or organization executive. When the publicity sheets grew to eight, 12 or 16 pages of printed matter, the editors began to

need journalistic training. Even yet, there are many cooperative publications struggling along under the supervision of a salesman who depends on the printer's good nature for composition of the publication.

The time is soon coming, however, when cooperative organizations will wake up to the opportunity for promoting their cause through the medium of attractive, well-written, periodicals managed by trained journalists. Just today I ran across a statement in an article written by John Brandt, president of the Land o' Lakes Creameries, Inc., (a Middle Western cooperative organization doing a yearly business amounting to \$55,000,000) which suggests an awakening of the larger agricultural cooperatives to the power that can be harnessed in the form of advertising and publicity work. Mr. Brandt refers to the growth of his organization as "a vivid example of what advertising can do to bring about a condition of real farm relief."

Agricultural journalism is being more and more stressed in many larger state colleges and universities. In years past, the annual crop of men educated along these lines far exceeded the supply of good positions. It now looks as though a day is near when the supply of capable agricultural journalists will scarcely keep up with the demand. Farmers see now that there is no halo around the cooperative marketing of farm products. As fast as the farmers and their cooperative managers realize that the strength of their business depends upon proper attention to the same principles that apply to privately owned successful merchandising enterprises, they will utilize advertising and publicity in proportion to that now employed by big business institutions of all kinds. This indicates that there are going to be many fine positions open to competent agricultural journalists and agricultural advertisers. They will not be press agent jobs either.

Is It News?

"As to free publicity problems," says C. F. Eichenauer, editor of the Quincy (Ill.) *Herald-Whig*, "the ideal is, if a story has not enough news value, regardless of advertising angles, don't use it; and, no real news story is rejectable on the one ground that there is advertising value in it."—From National Printer-Journalist.

Wisconsin's Journalism School Is Twenty-Five Years Old

A quarter of a century of instruction in journalism will be completed this June by the School of Journalism of the University of Wisconsin.

Wisconsin was one of the first academic institutions in the country to offer a course in journalism when it organized its department in 1905. The school today compares favorably with other divisions of the College of Letters and Sciences.

Four members of the faculty are members of Sigma Delta Chi: Dr. Willard G. Bleyer, who has been in charge of the department since it was organized; Professor Grant M. Hyde, who will complete his twentieth year in the spring; and Kenneth E. Olson and Chilton R. Bush.

Enrollment in journalism courses at Wisconsin now stands at the highest point in the history of the school with a total of 590. The freshman class in the pre-journalism course last fall broke all records with 158 registered. In the freshman and sophomore pre-journalism classes 239 are enrolled; and in the junior and senior classes there are 128 students.

Records compiled by the university statistician for the second semester of last year show that students in the School of Journalism rank third highest in scholarship among schools and colleges in the university.

The curriculum of the school aims at two targets. It attempts first to familiarize the student with present social, political, economic, and industrial conditions in the light of their history and development, as well as with his own language and other languages. Secondly, it seeks to give the necessary technical instruction and practice in writing and editing.

A reunion of all graduates and former students in the school is to be held in June. At present there are 26 former students teaching journalism in 21 colleges and universities. Members of the faculty and graduates have published 16 textbooks, by far the largest number turned out by any school of journalism.

Introducing An Agricultural Journalist

Kenneth Hinshaw, author of the accompanying article, trained himself in journalism, but then took a publicity job. Publicity tossed him back into journalism again! That's what his article is all about.

Hinshaw was born in a little Western town in Washington. His people are wheat ranchers, but he was moved to town to be domesticated for public schooling. Between the ages of ten and twenty, he was active in the national boys' and girls' 4-H Club work, and in 1926 he won the Moses Leadership Trophy, signifying national championship in raising livestock, garden crops, and poultry, and in solving the problems of management connected with them.

At Washington State College he meddled in everything and became a member of Alpha Gamma Rho, Alpha Zeta, Scabard and Blade, Intercollegiate Knights, American College Quill Club and Mu Beta Beta, as well as Sigma Delta Chi. He matriculated in agriculture for three years (though he was actually taking journalism) to be on the stock judging teams.

Completing his college work in three and a half years, he went East to become assistant publicity manager for the Eastern States Farmers' Exchange. Recently Quentin Reynolds, his chief, was made general manager of the exchange, and Hinshaw became publicity manager.

Don't Forget the Small Town Daily

If You're a Literary Business Man With Keen Newspaper
Instincts, It's Your Field

By ROBERT V. PETERSON

News and Advertising

Not quite six years ago Robert V. Peterson was graduated from the department of technical journalism of Iowa State College. Today he is editor and part-owner of the Wewoka, Oklahoma, *Daily Times-Democrat*, a paper serving a town of 20,000 and a territory containing 70,000 persons. Naturally, he is concerned with interdependence of news and advertising, and with the necessity of knowing about both sides of the newspaper that the publisher of a small town daily must face. There's sound sense in what he has set down in this article.

A HIGHLY successful publisher of a small daily newspaper talking:

"Every newspaper man ought to put most of the emphasis of his training on the business end. At the back of every successful newspaper is a good business man. Don't forget that a newspaper is primarily a business institution."

That's one view. But read this, spoken by an equally successful editor and publisher in another section of the country:

"The most important man on the newspaper's payroll is the reporter. It's news that gets and holds readers. Think and live the editorial side—make a first class newspaper and the business side will take care of itself."

These two men, who, incidentally, are as widely different as their ideas, represent two schools of thought as to the best kind of training a small town newspaper man should get. If it were possible to get these two men together sitting at a table they would probably give and take enough so they could agree. Maybe we can do the same in this article.

It occurs to me that schools of journalism all over the country have overlooked an important field in making almost no attempt to train men to edit, manage, operate, or own small town daily newspapers—publications issued six or seven times a week in towns of from 5,000 to 25,000 inhabitants.

The larger and better known schools of journalism, most of them affiliated with state universities, stress reporting, copy editing, editorial writing, and ethics for the student who is interested in the editorial side of the house; and ad writing, layouts, and salesmanship to those whose abilities lie along the other line. Consciously or unconsciously, these schools of journalism have the metropolitan papers in view. The

models the instructors use are invariably printed in larger cities. Most of the students are placed with the publications with large circulations extending over many counties if not over an entire state.

Another group of institutions, those associated most often with the state agricultural and mechanical colleges or technical schools, are training men and women for the weekly field. Some are putting the emphasis on agricultural, home economics, and engineering journalism as it applies to the magazine and special fields.

But it seems to me that there is no definite organized effort to direct men and women into or train them for the so-called small town daily newspaper. Here is an important field of journalism. Every state has 12 to 20 times more small town dailies than it has metropolitan dailies. The small town daily newspaper I am familiar with exerts much more influence and carries vastly more weight than half a dozen weekly papers in its own territory.

IF a young man or woman plans to enter this field of journalism—and the field is a good one—what should he study and where should he attempt to get his experience?

Possibly it would be well to picture the editor of a small town daily paper. He usually owns most of the newspaper himself. You can count on him being a member of a civic club, a member of the board of directors of the Chamber of Commerce, and a moving spirit in his church. He knows more people than anyone else in town.

This owner-editor-publisher is an indefatigable worker. Often his wife works at the office with him. Many of his evenings are occupied with business or civic activities.

(Continued on page 30)



Telling the World

The Country to the South of Us Is Still Ter

By THEODORE A.

MEXICO. Mexico—land of beautiful señoritas, of strong contrasts, vivid colors, natural wonders.

Mexico—to the outsider, land of revolutions; to the visitor, land of revelations.

Mexico, the land nobody knows.

That is the Mexico about which the foreign correspondent must tell the world. And it's no small job.

I recall that last fall Ambassador Dwight W. Morrow made an address at a luncheon given at the American Club in Mexico City for a group of Los Angeles "good will" delegates. It wasn't a long address—in fact it consisted of only a few sentences. I don't recall his exact words, but after welcoming the Western visitors and saying that he was glad they were interested in knowing more about Mexico, the Ambassador said something like this:

"It is a pity that so little is known in the United States about this interesting neighbor of ours south of the Rio Grande. And it is a pity that so great a part of what is known about her is unfavorable." But then Mr. Morrow was kind enough to add: "Yet it is not the fault of the newspaper correspondents here. They are doing their best, but they can't do everything. If more Americans would visit Mexico, international relations would be on a much better footing."

That was Ambassador Morrow, always a friend of the American newspaper correspondent, and always helping him. He sounded the keynote of the situation when he spoke of the surprising ignorance of the American people about their next door neighbor. And since not all Americans can come to Mexico, the only way they can learn about this colorful country is through the correspondents of their favorite papers.

Telling the world about Mexico—that is the duty of every foreign correspondent here. But what must he tell the world about Mexico? About its revolutions? Well, when there is one in progress, yes; but he shouldn't—and needn't—try to start one when there is none going on. There is so much interesting feature

material in Mexico that outside of the spot news, which almost invariably breaks unexpectedly in this obscure republic, he has an almost unlimited field of activity, and all he has to do is to portray it from the angle that would interest the American.

Much has been written about covering revolutions in Mexico. That is interesting stuff. But there is such a thing as being a peace correspondent in Mexico. And that is also interesting.

EVERY newspaper correspondent now in Mexico has become accustomed to getting the big news from a clear sky. It all happens so suddenly that the reporter must be on the alert. But there are times when news can be anticipated. A week before the presidential election here in November there was to be a big demonstration of the Anti-Reelectionist party, of which Jose Vasconcelos was the candidate. That was a cue for all the reporters to watch and wait, because something was almost certain to pop. There had been bloodshed in many parts of the republic as a result of political riots, and this demonstration was to be the big pre-election event.

I stationed myself near the headquarters of the National Revolutionary party, the administration's party, by which the thousands of Anti-Reelectionist paraders had to pass. The anticipated happened. I saw bricks flying through the air in clouds so thick they obscured the large number of figures flattened on the pavement. Shots rang through the air. The clanging of fire trucks, the sirens of ambulances, and the shrill shrieks of speeding patrol wagons all mingled with loud shouts of "Viva Vasconcelos" by staunch Anti-Reelectionist supporters. The building housing National Revolutionary headquarters was set afire. Police were rapidly making arrests, and some of them, including the chief of police, were injured. Ambulances were whisking away the injured and dead. It was a good story.

A week later—on a Sunday—was election day. That was uneventful for the foreign correspondent, because we engaged Mexican reporters to do the leg work while we sat at our typewriters in the rooms of the Foreign Correspondents Club and banged out cables, which a small army of Mexican *muchachos* rushed to the nearby cable office in a steady stream.

ld About Mexico

Still Terra Incognita Says This Reporter

DORÉ A. EDIGER

Early in the morning there was nothing stirring. We sent dispatches saying that "the National Revolutionary forces claimed virtually all of the polling places." According to Mexican law the first civilians who report at the polling places on election day are named the election committees, and apparently the National Revolutionary contingent had been the most active in this respect.

The day wore on. The Mexican reporters called in every half hour. About two o'clock one called in that a battle was scheduled at a certain polling booth at three, and wanted to know what he should do about it. He said the members of one party had gone home after their machine guns and had announced they would be back for the battle in an hour.

"Cover the fight!" was the instruction this reporter received.

The following morning streamer headlines in American papers announced such facts as "Only Twelve Killed in Quiet Mexican Election!"

FREQUENTLY I receive letters from friends in "the States" about the possibilities for newspaper men in Mexico. I always write them saying that there is much news here but that the field is well organized and there is no opening that I can see.

And just as regularly newspaper men of all ages, sizes, and calibers come to Mexico "just for the trip but would like to stay if I could get a job." Well, they always go back to the States without one, although their visit is not wasted time, since they have

learned a lot about something they knew nothing about before.

These visiting newspaper men are always extremely interested in Mexico. I remember one chap from New York, who was very anxious to get a newspaper job in Mexico, and who naturally wanted to learn things about Mexico, pumped me for information. His questions were just like those of dozens before him had been.

We were making our way through the narrow, almost solidly crowded streets in the downtown section of Mexico City around seven o'clock.

"Why do you like Mexico?" he asked me. Although it shouldn't have done so, this question vexed me because of the regularity with which it is always popped at me.

"I like it because here I can tell folks I'm from Oklahoma without being laughed at, and because here I can say 'caramba' whenever I darn please without attracting attention," I said.

"It must be a lot of fun to be a free lance down here without having a boss to worry you."

"Caramba! I have about twenty bosses," was my rejoinder.

"What do you do all day?" he continued.

At this point we were at a standstill on Avenida San Juan de Letran, waiting for a loophole in the solid wall of meandering pedestrians. A woman with a basket of *chicos zapotes* balanced on her head was bravely wading through the evening throng.

"Well, I don't spend my time practicing how to balance a bas-

Want to Go to Mexico?

If you're a normal newspaper man, some time or other you've wanted to be a foreign correspondent. Most likely you've thought, at least casually, of having a whirl at in Mexico—free lancing, maybe, if you can't get a regular job. It's near, it's not too familiar, it's tropical and romantic, and everybody takes a three-hour siesta every afternoon!

Ted Ediger, author of the accompanying article, warns you to stay away from Mexico unless you have a definite connection and unless you want to work long hours at top speed. He himself is a free lance—but he writes for several papers regularly. The New York *Evening Post* is his best customer. He writes:

"Right now I am putting in day and night shifts, and appear to be getting busier all the time. In addition to covering both cable and mail stuff for my regular papers, I am at present handling a publicity account, am preparing an article on the University of Mexico for *College Humor*, am helping Jack Starr-Hunt, who is snowed under with work, and am banging out some fiction."

There's much more about the lot of the correspondent in languorous Mexico in Ediger's article. Start on page 18.

ket of *chicos zapotes* on my head," I answered, pointing to the woman.

"Oh, I thought they were potatoes!" he said, and he added that he wished that he could do it.

As a matter of fact, the correspondents in Mexico are a busy bunch. Those who have to handle evening and morning papers both must get up early in the morning and must work into the far hours of the night. During the day there are press conferences to attend—at the embassy, at the foreign relations office, at the national palace, at dozens of places where statements are likely to be handed out. And when there are big stories, like elections, important athletic events, good will flights, trials of international interest, and the like, not to mention revolutions, there is no rest for the weary. And for a free lance, with twenty-odd bosses to satisfy, the answer is work.

I know that many a time that I have beaten Gesford F. Fine, the eagle-eyed United Press correspondent in Mexico, at tennis, it has been because he was worrying while he was playing that some big story would break while he was cavorting around on the court!

"What are your news sources?" the visiting journalist asks.

I tell him that the local newspapers are the best source. Tips on the hot news are obtained at the local newspaper offices before it is published. Then there is the matter of running down the facts. Time stuff is rewritten from the papers in the morning, but first the news sources are usually checked for confirmation and elaboration. Every Thursday while he was here, Ambassador Morrow held press conferences with the foreign correspondents.

MEXICO CITY has some really good newspapers, but they are different from those north of the Rio Grande. The two leading papers

are *Excelsior* and *El Universal*. These and *El Nacional Revolucionario* are the only standard size dailies in Mexico City. Each of them has an English section. There are two morning tabloids, *La Prensa* and *El Universal Grafico*, which are modeled after the New York picture sheets. The only two afternoon papers are *El Universal Grafico* and *La Tarde*, both tabloids.

Such a thing as publishing more than one edition is unknown in Mexico. Until about three o'clock in the afternoon there are no papers except the morning sheets printed the night before. Until late in the evening small, barefoot Mexican tots yelling "*Grafico, Grafico*," are selling the papers that were already on the street at three o'clock.

Newspaper style in Mexico is different from that in the United States. Here there are always a dozen or so editorial "we's" in a properly written news story, and the good news story must also be replete with such

phases as "we feel sure that," and "it is a pity that," in order to give that highly prized editorial effect.

The newspaper boys in Mexico are a group of intelligent men, clean cut and alert. Newspaper life in Mexico City is different, however, from that in the average large American city, where a thousand times more pep and bustle are required. Not long ago the movie "*Gentlemen of the Press*," or "*Caballeros de la Prensa*," made its appearance in Mexico. It got under the skin of the Mexican newshounds, who, contending that the picture "does not accurately portray even one phase of newspaper life," petitioned the government to stop it!

The "hangout" of the Mexican newspaper boys is a place called the "Royalty." This place has a strategic location, a block distant from each of the three principal papers, *Excelsior*, *El Universal*, and *La Prensa*, and it has a first class bar. "Don Bartolomo," a Spaniard whose man-

(Continued on page 26)



AMERICAN CORRESPONDENTS IN MEXICO WITH MEMBERS OF U. S. EMBASSY STAFF

Top row, left to right: Jack Starr-Hunt, New York *Herald Tribune*; Colonel Gordon Johnston, military attache at embassy; Joe Satterthwaite, third secretary at embassy.
Center row, left to right: Gesford F. Fine, United Press; John Lloyd, Associated Press; Harry Nicholls, New York *Times*; Harry Constantine, New York *World*; Theodore A. Ediger, free lance; Allan Dawson, second secretary at embassy; Charles P. Nutter, Associated Press.
Bottom row, left to right: George Schreiner, Universal Service; John Cornyn, Chicago *Tribune*; Ambassador Dwight W. Morrow; Herschel V. Johnson, first secretary at embassy.



I Wouldn't Do It Again

This Reporter Has Taken Something for Granted Positively for the Last Time

By BEN ROBERTSON, Jr.

ONE morning during a Middle Western blizzard, that great teacher of journalism, Dean Walter Williams, was lecturing to his students at the University of Missouri on the history and principles of Journalism. He was discussing accuracy that morning in particular.

"Accuracy, accuracy, accuracy!" he said. "Greatest of all is accuracy!"

His students (There is no impugning our general honesty by including this addendum. We were governed by our own honor system. One morning the dean, on giving questions for a quiz, departed from the lecture hall. Followed that silence of a busy pencil-scribbling class room. A front row student—so seated for alphabetical reasons and not because of bullheaded intention—rose and said, "There's cheating going on in this room." Said someone else: "Sit down, you fool, or we'll all flunk.")—his students were filled with the usual illusions of the unbothered in the school of inexperience. Some were there because of journalistic interest, some for journalistic credit, and others were just there. So not all of them wrote on pages so and so of notebooks labeled "H. and P." so much as the mere statement of fact: "Accuracy, accuracy, accuracy—greatest of all is accuracy."

As for me, I am afraid the announcement just went in one ear and out the other. Then the bell rang. The mob filed out.

TWO years passed. A Filipino on the island of Hawaii one day walked into the native Filipino village on a sugar plantation and murdered his sweetheart without even the ado of a technical accusation. Another on the island of Kauai jumped from a cane field one black night and killed his wife and mother-in-law as they were homeward bound from the nearest movie.

Both criminals were convicted, sentenced to be hung. Both were lodged in the white Oahu Prison, which stands on a coral ledge near that shallow lagoon that indents toward the railroad to Pearl Harbor within the city of Honolulu. The Honolulu *Star-Bulletin* sent me to cover the hanging. Fifteen witnesses—some of them

This is the first of a series of reporters' personal experiences to be run under the general head "I Wouldn't Do It Again." The Quill considers itself fortunate to be able to start the confessions with that of Ben Robertson, whom readers will remember for his article on Australian journalism some months ago. Others will follow from time to time.

prominent residents of the territory, two of them women—crowded into the small, bare death room of the prison.

The High Sheriff was telling me the names of the spectators: "There is Montgomery Winn and Harold Coffin and Ezra Crane and so and so and Charlie Stevenson, and—" I scribbled down

these names: "Montgomery Winn, Harold Coffin, Ezra Crane, and so and so" and—without thinking—"Judge A. C. L. Stephenson!" (That isn't the jurist's name, but he so instilled the terror of libel within me soon afterward that I'll never trust it to public print again). And so the list of "hanging guests" appeared in the *Star-Bulletin*.

On the day following, Joe Farrington, the managing editor, brought a letter to me. It was from Judge Stephenson. He was insulted that the *Star-Bulletin* had included him as among those present at the hanging in Oahu Prison the day before. He was insulted and he said he was insulted. He made it very clear. All his life he had been opposed to capital punishment. All his life he had objected to unnecessary spectators at such hangings as demanded by present-day law. Most certainly he had not been at yesterday's affair. Furthermore, the *Star-Bulletin* would please be good enough to say so and would instruct its "hanging" reporter in the principles of that accuracy which the *Star-Bulletin* so continuously demanded from the general public of Hawaii.

"Well," Joe asked, "how did it happen?"

"Sheriff Lane told me that there were Montgomery Winn and Harold Coffin and Ezra Crane and so and so and Charlie Stevenson."

"Charlie Stevenson? Do you know who he is?"

"I do. He is Judge A. C. L. Stephenson, a former chief justice of Hawaii."

"He is not. He is Charlie Stevenson, one of the town characters of Honolulu."

O Lord. The *Star-Bulletin* printed a public correction and I shall remember to my last day knocking on a paneled door, being commanded to enter, and thereupon bleating to a former chief justice of the territory:

"Your Honor, I'm the reporter who 'sent' you to the hanging."

(Continued on page 26)



Why High School Journalism?

What It Is and Is Not Trying to Do

By JACK W. JAREO

The New Profession Calls

Bright young men who have had courses in high school biology don't try to get jobs as hospital internes. They don't go to law offices to cite their study of high school civics as evidence of their fitness to try divorce cases before the county court.

"Yet," said a metropolitan city editor the other day, "I've had two boys and a girl this week wanting to be reporters, and feeling injured because I didn't take their report cards in high school journalism as proof that they knew what it was all about. I thought the girl was going to sue me! What is this high school journalism, anyway?"

Journalism, at least in practice, is the youngest of the professions. For decades it has been calling itself professional; but it has been almost entirely lacking in the two qualities that distinguish professions from businesses: first, extensive specialized preparation; and second, thorough sense of public responsibility. There have been plenty of individual examples of writers—from novelists to reporters—who have felt their obligation to those they serve; but it can hardly be maintained that the feeling of duty to the public is a guiding motive in the work

of most newspaper men. Nor can it be said that adequate background, liberal education, specific collegiate training, have long been considered essential to the practice of journalism.

Fortunately the 1930 trend of practical journalism is in the direction of both these qualities. And it is because of this trend that not only that one city editor, but others all over the United States, are being besieged by children who feel their B's in high school journalistic courses entitle them to jobs as reporters. The interest in the practice of news writing is increasing; there are more publications both in and out of schools than there have ever been before; the prestige of the news-hound is probably higher than it has been since the day of John Peter Zenger.

It is easy to sympathize, then, with the city editor's puzzle. "What is this high school journalism, anyway?" The Quill wanted an authoritative answer, and it put the query up to Jack W. Jareo, journalism instructor in the Marinette, Wisconsin high school, and secretary-treasurer of the High School Journalism Council of Wisconsin. Mr. Jareo's response appears below.

HIGH school instruction in journalism is new. It is, in fact, a development of the last ten years. Why was it born? What is its history? What does it aim to do?

This article aims to give only the briefest answers to these questions, though a book could be written about the origin, growth, and purposes of high school journalism courses.

In the first place, high school journalism was born without being consulted about the matter. It grew out of the times. It was and is an effect, rather than a cause, for out of the better understanding of the importance of the printed word came the general trend toward increased interest in things written. The trend manifested itself in the interest high school students have taken in journalism. Other factors helped, something in this manner:

First of all, high schools in cities grew to unwieldy size. Student bodies began to be numbered by thousands instead of by scores or hundreds. Instead of being closely knit units, they became an aggregate of individuals loosely held together by the common bond of their studies and their interest in school activities. To weld them into entities, high school newspapers, weekly magazines, annuals, and other publications

were started by enthusiastic students who saw the need, often with the help of interested teachers.

The same influences, working in high schools all over the country, produced the same results even when the force of example was absent to hurry the process. Soon the school paper became an institution, the faculty adviser became a fixture, and at the same time the yeast that works in any human activity toward development and betterment brought about a larger, better written, more intelligently edited publication.

Today high school students attracted by the idea of becoming reporters, writers, editors, publishers, go naturally to the high school paper in their search for an extra-curricular activity. At the same time they elect journalism as one of their subjects. If there is no journalism course, they campaign for one. High schools everywhere have such courses, and those that do not have them probably will have them soon.

How the situation has changed is reflected in the number of journalistic textbooks available for high school use—for every one in existence ten years ago there are now at least a dozen. The number of publications also reflects this tremendous upswing of interest; for a decade ago comparatively few papers existed, while today every high school (even some with

less than a hundred students) has some sort of periodical. And all of them have staffs of students interested in journalism and intent on grasping the fundamentals of journalistic writing.

This wave of enthusiasm for journalism rising in the secondary schools has brought with it all sorts of organizations, local, state, and national. Most of them have their aims that include: the achievement of high professional standards; the encouragement of creative work (usually accomplished through stimulating contests); and the instilling of a more professional attitude in teachers of journalism and advisers.

All this change and growth is an interesting phenomenon, and a readily understandable one as soon as the history of it has been outlined. But what is high school journalism trying to do now? Does it aim to turn out finished journalists, or at least students who have enough of a preparation to fit them to take a street or desk job on a small paper, or even a big one? Or does it consciously neglect the vocational side, existing only to give the student who has a knack of expressing himself readily, and who has grown weary of the prescribed work in English by his third or fourth year, a few hours of easily earned credit?

The high school course in journalism, as I see it, shouldn't try to do either of these things. On the contrary, it should never try to prepare students for a newspaper job, nor should it be a mere adjunct of the English department. It cannot do the first, and it deserves a better place than the second. It *should* try to give the student work in advanced English composition by giving him something real and alive to write about, and it should also try to give him practical vocational guidance by acquainting him with the best there is in American journalism and by putting his ability or lack of it to a practical test. Finally, it should encourage the student fitted for further work to continue his preparation in college.

One of the dangers of present-day high school journalism is that the student may be led to believe falsely that a semester or a year of the prescribed work will fit him for a newspaper job. To the student who has that idea, however, even if he is lucky

enough to get on a paper, reporting is a blind alley. Without a substantial background for his work he is very little better off than the reporter who works his way up from the job of copy boy—occasionally such a man may be able to hold his own against college-trained journalists, but not often.

The journalism course should use methods and subject matter that will appeal to students planning to enter other professions, as well as to prospective journalists. This it can do by making the material of the course more interesting than the general English class usually is. It should also teach high school students to appreciate good newspaper writing, and to understand its value, so that they will be able to select a good newspaper to keep them informed.

High school journalists are trying to set up organizations that will help to realize the ideals given here. One of them is Quill and Scroll, the honorary society for high school journalists. Many state organizations, such as the High School Journalism Council of Wisconsin, have adopted uniform courses of study for journalism classes in state secondary schools. The list of aims of the Wisconsin organization are given here as representative of what other state groups are doing. The list:

1. It stimulates advanced English composition by providing subject matter that is close to pupil's experience and interest, by giving practice in writing according to modern newspaper methods and the standards of correct English usage, and by offering the additional incentive of possible publication.

2. It develops an appreciation or understanding of the newspaper through study of its editorial and business problems, its history and present business and ethical status, and its influence on modern society.

3. It teaches newspaper discrimination—the ability to read the newspaper intelligently and profitably and to choose worthwhile newspapers to read (the right kind of high school journalistic course should offer the opportunity for the study of representative newspapers of every type).

4. It cultivates habits of accuracy by insisting upon ab-

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War Is Still War in Mexico

Wars aren't what they once were—they're big, unwieldy, impersonal affairs, more noteworthy for dirt and blood and plain horror than glory.

Possibly that's the reason that war correspondents aren't what they once were, either.

But Mexican revolutions are still colorful, and the correspondent is an important personage who hobbles with generals between battles—and during them! Read

Reporters to the Rebels

By Tom Mahoney

in

MAY

THE QUILL

THE QUILL is published monthly by Sigma Delta Chi, professional journalistic fraternity. It is devoted exclusively to the interests of journalists engaged in professional work and of young men studying journalism in American and Canadian colleges and universities. It is the official publication of Sigma Delta Chi, which was founded at De Pauw University, April 17, 1909.

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APRIL, 1930

Newspaper Born

POLITICAL parties in England have been few; new ones infrequent. In effect, Tory and Liberal, in spite of occasional variants in nomenclature, served well enough for many years until Socialism became first conscious, then organized, then effective in the form of a Labor Party.

The fact is that with three parties the House of Commons has been and still is uncomfortable. Of two parties one always was top dog; of three parties it often happens that none is top dog. What, then, shall be said of the advent of a fourth party, and such a party as the United Empire threatens or promises to be?

Here is something for journalists to ponder! A newspaper publisher, controlling a very large circulation, conceives a political program. For ten weeks he pounds at his program through the columns under his control. His rival publisher, of opposite economic views, applauds him and intimates the country would be fortunate if it should get him as premier. As a climax the founder of the movement proclaims a new political party, and the rival echoes the proclamation. Free trade and protection have joined hands and find a common cause in the slogan "Free trade within the British Empire."

Newspaper offices become registration booths. Money, it is suggested, is available to support as many as 50 parliamentary candidates of the right sort, and a \$500,000 trust fund for the party is to be set on foot at once, with all subscriptions public and no secrets.

This is a strange and wonderful thing. The orig-

inal voice crying in the wilderness was Canada's John the Baptist, Lord Beaverbrook. The flippant call him Lord Beaverboard; he was first known as Max Aitken. His peerage was the reward for very mysterious maneuverings which resulted in David Lloyd George's ascending to the premiership and the retirement of Asquith. Without suggesting necessarily that there is any particular reflection on Beaverbrook, the fact remains that the George honors list was so sordid a transaction that he was forced by a bitter House of Commons to permit a Royal Commission to investigate the methods of obtaining honors. Beaverbrook, whether he deserves the fate or not, is nevertheless part of the inheritance left by the greatest mountebank that ever occupied 10 Downing Street.

Rothermere is, of course, the younger brother of the late Northcliffe. He is a considerable business man and an indifferent publisher. He never has had any qualification for editorial direction. But he has the newspapers; and Beaverbrook also has the newspapers. Between them, they take care of a daily circulation of 6,000,000.

Based on their circulation and their command of political argument, cartoon, and typographical display, all of which have been placed lavishly in the service of the United Empire party, the Tweedledum and Tweedledee partnership apparently expects that one or other of them soon will be master of England.

It will be worth watching. For the entire program is newspaper born, the machinery is the newspaper, the voice is the voice of the newspaper. It is, in fact, a press gang.

Up! Newswriters! Up!

REPEAT "up" several times slowly to someone and you'll increase his heart action. Do the same thing with "down," and you'll lessen it.

This, at least, is the contention of G. W. Freeman, of New York, vice-president in charge of copy for Conklin Mann, Inc., advertising agency. He presented it, with others, in a recent speech on "Words" before the Detroit Aderaft Club.

"Words make us laugh and cry and sometimes they even make us blush," Mr. Freeman said. "Words incite action, bring peace, arouse fear. Words never become threadbare. If we didn't use the more common words, most of us would never use any."

"Good advertising copy is that over which we labor hard and long. This copy may possess words that have been used millions of times, but the sequence perhaps is different, and that's what makes it good copy."

Mr. Freeman told writers not to use words ending in "ob," "ub," "ug," and "ut." They are ugly words, he said, and in proof he wrote 65 of them on a blackboard. It was agreed that only three of them were pleasant words. One of the three was "hug."

Most words, verses, and names remembered longest contain an "R, V, P" combination, he said. He approved the use of alliteration in advertising headlines, but not in the body of the copy, adding that rhyme is all right in a slogan but should never appear in a headline.

We are impressed by all this, and we are impressed also by the fact that Mr. Freeman spent three years in a psychological laboratory studying, with the help of delicate instruments, the response of human beings to words of all sorts and colors and descriptions. We congratulate him upon his earnestness of purpose.

Yet we see no particular reason why the word "up" should make the heart beat faster. "Up" doesn't always elevate the spirits. To be "up a tree" is to be in an uncomfortable situation, and to be "up in the air" is to be disturbed about being up a tree. It is satisfying to get "down to cases," and commendable to get "down to business." And there is very little difference in being "sent up" for a term of years and "set down" for one.

We assert, also, that words do become threadbare. Witness "smart," and "distinctive," words that advertising men have used until they are almost meaningless.

We quarrel, too, over the words ending in "ob," "ub," "ug," and "ut." Sometimes it's fun to play merry hob with a theory, such as Mr. Freeman's, and there is pleasure in making a good job of it, with a few well-placed lobs. Boston takes pride in being the hub of the universe, and a good rub after a scrub in a tub makes the world rosier. With a jug of wine and some other things, or even a mug of ale or a plug of tobacco for some, a wilderness becomes Paradise. Give us nothing more than a hut on a cold night, with the howling wind shut out, and we'll say "Tut-tut" to our troubles.

Mr. Freeman is right about the power of words. They do all he says they do. But it isn't because of their spelling; nor is it true that the sequence in which they appear keeps them from being threadbare. They touch our emotions because each of them has gained certain connotations in our own experience, and they seem new and alive when they precisely fit the writer's meaning and convey it in all its strong or delicate flavor to the reader.

The Book Beat

Better Biographies

ASPECTS OF BIOGRAPHY, by Andre Maurois. D. Appleton & Company, New York. 1929.

Reviewed by MITCHELL V. CHARNLEY.

The author of *Disraeli*, *Ariel*, and other modern biographies tells a lot of the tricks of his trade in his newest book, made up of six lectures he delivered at Cambridge University in 1928. He explains why he believes twentieth century biographers—Lytton Strachey is the dean—do better jobs than the scholarly, detail-loving, dull writers of the Victorian era, and he tells how they do it. The book is more concerned with the philosophy of biography than with its mechanics—anybody can figure out the mechanics. It is dotted with Maurois humor; it has special value for the book reviewer, the student of biography, the biographer himself. The chapter headings are illuminating:

Modern Biography; Biography as a Work of Art; Biography Considered as a Science; Biography as a Means of Expression; Autobiography; Biography and the Novel.

Incidentally, M. Maurois gives very little time to the popular Emil Ludwig.

Clear and Concise

THE LAW OF LIBEL, by Henry Woodward Sackett. Columbia University Press, New York. 1929. 50 cents.

Libel isn't so complicated a matter as newspaper men believe it. Mr. Sackett's brief treatise on it is a thing that should be on every journalist's desk—in his pocket, if he is writing for the daily press. It is admirably clear and concise; it explains the difference between headlines and text in the matter of libel, a difference that too many newspaper men don't know; it lays down simple rules both for avoiding libelous matter and defense against charges of libel. The pamphlet removes any excuse for ignorance of fundamentals of the law.—M. V. C.

The Quill's New Tack

A 36-page issue is an unusual thing for THE QUILL. In the two years preceding 1930, readers of the magazine became accustomed to seeing a 24-page magazine five issues out of the six published each year. Three monthly numbers this year have been 20-page affairs.

There's no mystery about it. THE QUILL is simply following a new program, formulated last fall. It was decided then that THE QUILL would thenceforth be a monthly and that it would publish two issues yearly with at least 36 pages, and ten issues with no less than 20 pages.

Incidentally, the pages of all issues this year will total 272, twice as many as last year or the year before.

Telling the World About Mexico

(Continued from page 20)

ners would indicate a Palestine ancestry, owner of the establishment, is a fairly good sort in spite of all of his shortcomings, say Mexico's scribes. He is a wise judge in extending credit, to the chagrin of lamenting mothers and wives of Mexico's most celebrated dramatic critics, sports writers, political scribes, general news reporters, and others, but is equally efficient as a collector on pay day night. On that night many of his customers must leave their all in his till.

"Do the foreign correspondents in Mexico scoup each other?" is another question often propounded by visiting newspaper men.

The answer is "Si, señor." They positively do. But there are usually two of them who work together, and exchange news, since one person can't be everywhere in a city of a million inhabitants. Different correspondents have different news sources. Some are "in solid" at the Ministry of Finance office, others have the aviation beat perfectly organized, and so on down the line.

THE foreign correspondents here with whom I work are a group of the finest newspaper men that could be gathered in any one place, in my opinion. They know their work, and they know Mexico. Most of them are old timers, and have been in Mexico so long that I feel less than insignificant here beside them.

There is Jack Starr-Hunt, correspondent of the New York *Herald Tribune*, Los Angeles *Times*, *Wall Street Journal*, Kansas City *Star*, and other periodicals too numerous to mention. He knows Mexico, inside and outside, because he's been here so long and hasn't been idle during the time he has been here. And there's John Cornyn, of the Chicago *Tribune*, John Lloyd, of the Associated Press, Harry Nicholls, of the New York *Times*, George Schreiner, of the Universal Service, Harry Constantine, of the New York *World*—all veterans here, and men who know their work. Then there are some younger correspondents like Charles Nutter, of the Associated Press, and myself. The only woman correspondent in the field is Miss Emma Reh Stevenson, of Science Service, who is so interested in her work that I believe she must dream about the new discoveries of pyramids at night after she has written about them.

But telling the world about Mexico means, above all, telling about its progress. In aviation Mexico stands among the leading nations of the world, while in road building she ranks among the lowest. This is natural,

because it is easier to fly over Mexico's rugged mountains, its arid deserts, and its treacherous jungles of the *tierras calientes* or hot lands, than it is to span them with surfaced automobile highways. But right at present, as the correspondents are telling their papers, Mexico is engaged in a vast road-building program, which will before long link the American border with the Guatemalan border, and the east coast with the west coast.

Foreign correspondents in Mexico at present are telling the world about this republic's reconstruction program, for there is no revolution in progress now. The veteran correspondents here know from experience, however, that anything can happen in Mexico as long as it is unexpected. What will be the big story out of Mexico tomorrow?

Quien sabe!

Why High School Journalism?

(Continued from page 23)

solute correctness in details and by affording drill in correct observance, absorption and statement of facts.

5. It provides vocational guidance by acquainting pupils with the profession of journalism and by testing their abilities for success in it (without making the course professional in nature but only broadly helpful in whatever trade, business or profession they may later engage).

But the important point is that the training should be considered neither professional nor vocational. The answer to high school trained prospective journalists who want to jump from high school to reporting could well be a simple "Go to college." It is in the mind of the high school student, rather than in that of his instructor, that his "journalistic training" is a matter of preparation for a profession. The instructor recognizes that he has acquired background, not technical equipment.

I Wouldn't Do It Again

(Continued from page 21)

And so on, and on, until it was over.

THAT night on the warm beach at Waikiki I recalled with bitter detail that exact lecture back at Missouri. I could see Dean Williams on the lecture platform again, could hear him again saying:

"Accuracy, accuracy, accuracy—greatest of all is accuracy."

And I thought: "Well, don't I know it!"

Sigma Delta Chi Comes of Age

And All Over the Country Active Chapters and Alumni Groups Will Celebrate Its Twenty-First Birthday

By MAURICE O. RYAN
National Alumni Secretary

SIGMA DELTA CHI comes of age this month. It was born twenty-one years ago April 17.

There were years when the fraternity, a puny child, was known only to its parents at DePauw University. Its path during its early years was bordered with danger, for it was cut out for a professional career, and recognition in the professions comes only after years of constant struggle. Problems had to be met. There was the choice of the company it should keep. There was the task of charting its course and fixing its restrictions.

Today there are some 6,000 earnest minded men, however, who believe the youth has passed its adolescent period and has emerged into a mature being ready to make a name for itself and to launch a worth while program of accomplishment in its chosen field, journalism.

On April 17 this year there will be 44 active chapters of this fraternity that will sit down at annual Founders' Day events to pay tribute to the founders of the organization. Perhaps in some 20 other spots over the nation alumni will gather to pay their respects and to call to mind the history of the fraternity, harking back to its early days that they might better survey the course of progress it has trod.

With the nation's seven leading cities, New York, Chicago, Philadelphia, Los Angeles, Detroit, Cleveland, and St. Louis leading the way, practically all of the major cities will witness alumni and active members of Sigma Delta Chi observing the twenty-first anniversary of Founders' Day. Alumni chapters at all of the above points will sponsor the gatherings.

In Boston, where Sigma Delta Chi men have not yet wandered in large enough numbers to maintain an alumni chapter, Nelson M. Jansky (Wisconsin '25) and Tully Nettleton (Oklahoma '20) will organize another informal event as they did in 1929, summoning all the alumni known to them to The Blue Ship Tea Room on picturesque old T Wharf on Boston Harbor. April 17 last year was stormy. There was a great swell in the harbor and the wind was high. The tea room, which had been converted from an old sail loft, rocked and creaked, while those in attendance smoked and reassured one another for their choice of profession.

Down in El Paso, the fraternity is advised that Founders' Day is not to be observed. It is to be cele-

brated. Tom Mahoney (Missouri '26), city editor of the *Evening Post*—who makes frequent jaunts over into Mexico, and was in Mexico City recently when President Ortiz Rubio was shot—calls attention to the Adventurers' Club, composed chiefly of newspaper men. All members of the Adventurers' Club are not Sigma Delta Chi men, but all Sigma Delta Chi men in that area are members of the Adventurers' Club. Mahoney reports that the Adventurers will pay special tribute to the fraternity on April 17, probably from some vantage point in Juarez. Sigma Delta Chi must indeed be international, for no American setting could fit his description of what that party will be; drinking *tequila* with the *jefes*, hearing cavalymen sing *La Cucaracha* in the night, and feeling the dust of the desert in their nostrils.

IN Los Angeles, Past President Roy L. French (Wisconsin) head of the department of journalism at the University of Southern California, will invite in all alumni to sup and smoke with the journalism students. And there will be no speeches! In Denver, Fred W. Speers, (Stanford '26), will round up the Colorado alumni and escort them to Boulder where they will observe the fraternity's anniversary in company with the Colorado active chapter under President Charles Munson. In either Dallas or Austin will be called an all-Texas annual Founders' Day observance, inaugurated last year through the efforts of Walter R. Humphrey, now national secretary of the fraternity. At Syracuse the Cornell and Syracuse active chapters will meet at a joint affair, to which alumni will be invited. In Indianapolis, where resides President Edwin V. O'Neel and Past President James A. Stuart, a big whoop-de-do is being arranged.

New alumni chapters may be chartered or meeting for organization purposes on the fraternity's birthday. These include Washington, D. C.; Columbus, Ohio; Lexington, Kentucky; Madison, Wisconsin; Minneapolis and St. Paul; and Tulsa, Oklahoma. At all of these points alumni are working earnestly to form alumni chapters before Founders' Day arrives. Existing chapters at Des Moines, St. Louis, Cleveland, New York, Cincinnati, Chicago, Philadelphia, Austin, Portland, Oregon, and Detroit, are all expected to share in the general observances.

All national officers and members of the national

council will make it a point to attend some gathering on this date. Many chapters will make this their annual meeting, occasioning the yearly election of officers.

All in all it looks like the most universal observance of the fraternity's founding experienced to date. Coming of age will prove a pleasure for Sigma Delta Chi if the nation-wide tributes mean anything.

What Publicity Is—and Is Not!

(Continued from page 8)

trial financing was underwritten by a large Chicago house, it was ascertained that it was the largest deal of its kind ever handled outside of Wall Street. Prior to that time, New York houses had exercised a practical monopoly in the field. That was news. There were other facts connected with the story that made it even more significant. Real civic pride would have prompted editorial comment in Chicago newspapers. One important Chicago newspaper, which is not yet alive to new and constructive influences in journalism, boiled the story down to six agate lines. Still, my contention that it was legitimate publicity is supported by the fact that the *New York Times*, as well as many other Eastern newspapers, carried the story in whole or in part, many of them in top-head position, and the A. P. carried the story from coast to coast.

Another example. The manager of an Eastern branch office mentioned to the publicity man that his salesmen had some difficulty in selling the bonds of a certain large group of Middle Western public utility properties. Eastern investors knew little about the properties. They neither appreciated their relative importance in the utility field, their prospects for development, nor their consistent record of earnings. On his next visit to that city, the publicity man mentioned these properties to the financial editor of an important daily. The editor readily expressed his interest and said that he had been considering some feature news material on the properties. The publicity man wired for pictures and went to work. The branch manager was pleased. The salesmen were pleased. The financial editor was grateful.

And I do not know why he shouldn't have been grateful. He could not have secured better stories through a free lance writer, and he would have paid a good round sum for the material subsequently published. The editor, moreover, could be more certain of the accuracy of the facts and figures contained in the stories than if he had obtained them through some other source.

Those who are critical of publicity will be inclined to pounce upon this last example and to declare that

it is advertising disguised as a feature news story. I chose this example, for that reason, with deliberation. I admit freely that it is on the border line between publicity and propaganda. Whether such a story is legitimate publicity or so-called "free publicity" depends entirely upon how it is written. In the analysis of any such story, one enters into the realm of journalistic ethics. And the publicity man who is bidding for the confidence and cooperation of ethical publications dare not neglect to make fine distinctions.

I WISH to stress another point, derived from these examples, that will further serve to define legitimate financial publicity. The stories about the Middle West utilities cannot be called free publicity for the reason that they did not take the place of advertising. Their appearance in the newspaper did not result in a decreased advertising appropriation for the local office. Nor is that usually the case. On the contrary, such feature material tends to increase advertising expenditures. In general, the financial or commercial house whose securities or products are mentioned in the news columns is quick to see the advantage of following with specific advertising that will take advantage of the interest created in the news columns.

Publicity will not serve as a substitute for advertising. That is one of the axioms upon which all good publicity work is predicated. At the same time, it must be admitted that the benefits derived from well conceived advertising are enhanced by sound publicity efforts. In proof of the point that legitimate publicity, based upon actual news and feature interest, stimulates rather than lessens advertising expenditures, I will refer to the records of two newspapers. Their experience furnishes a comprehensive answer to those who rave and rant about news matter furnished through publicity channels.

There is a certain city, which, incidentally, is one of the best branch office cities for investment houses in the Middle West. It has a good morning and a good afternoon paper. The morning paper has the natural advantage generally conceded by financial advertisers. As is usually the case, the morning paper gets the break on new offerings and the afternoon paper is referred to as the "second buy."

When I first paid particular attention to these two papers, about seven years ago, little could be said for the financial news appearing in either paper. I do not know whether it was a rule of the morning paper that anything resembling news on financial subjects should be consigned immediately to the waste basket. Its financial section sometimes gave that appearance.

Liberal use was made of six point type. News of real interest was boiled down to short, uninteresting paragraphs. The editorial conception of financial news seemed to be that a certain amount of this sort of stuff was needed to separate the financial advertisements.

About six years ago, the afternoon paper began making important improvements in the section devoted to financial and business news. In the years that have followed, the financial editor of the paper has cooperated with reliable publicity channels and has made intelligent use of news and feature material on financial subjects. He has not played favorites. He has selected the material for his columns on the basis of reader interest as any good editor will do. As a matter of fact, most of the financial advertisers whose firm names appeared in the paper at first, advertised exclusively or at least spent the greater part of their money in the morning paper. That fact did not influence the afternoon paper in its efforts to give readers information relative to new offerings and general financial and business news not available to them in the morning paper. During the period, several local and syndicate features have been added to the section. Space devoted to daily stock and bond quotations has been nearly quadrupled.

The result is that the financial section of this afternoon paper has attained the importance of feature interest among financial and business men of that city. And do not neglect the fact that the paper is partly indebted to financial publicity men for the timeliness, accuracy, and interest to be found in its financial section.

What has been the result of the afternoon paper's financial news policy? The first result was that it attracted the attention of readers, and also of financial advertisers.

Six years ago, the morning paper carried nearly 190% more national financial advertising than that carried by the afternoon paper. A year later, it carried only 98% more; the following year 54% more, a year later 32% more. As compared with its lineage of five years ago, the national financial advertising lineage of the morning paper shows an average increase of 20% for each of the last three years. For the same period, the afternoon paper shows an average yearly increase of 121%.

Six years ago, the morning paper carried 6% more local financial advertising than the afternoon paper. Four years later, the afternoon paper carried 9% more local financial advertising than the morning paper.

To my mind, these figures present a convincing ar-

gument. Newspaper readers of that city who are interested in finance and business have a choice. It has become increasingly apparent that people who are interested in such news prefer the free press policy of the afternoon paper to whose merits many publicity men contribute. The increase in financial lineage may be attributed in part to good salesmanship, but more particularly to the fact that financial advertisers recognize and wish to take advantage of increased reader interest in the afternoon paper's financial section.

It is well known that there are quack physicians just as there are shysters in the legal profession. People of intelligence, however, do not use these facts as an argument against the entire professions of law and medicine. In the same way, the quack press agent will always be with us. But he is not of us. The publicity man who does his job honestly for an honest employer need be no more concerned by the caperings of press agents than Clarence Darrow need worry about ambulance-chasing pettifoggers.

Publicity meets a need of our complex business and social organization and is sound and legitimate in proportion to the sincerity and honesty of the man who writes it, the integrity and purpose of the house he represents, and the editorial standards of the publications that print it. Publicity, in other words, is as good or as bad as those who promote it. No business or profession can be more—or less.

Teaching Journalism by Interview

(Continued from page 10)

Under this plan, at the class meetings once a week items of interest and helpfulness to all members of the class may be taken up. At the class meeting also, such stories as are of interest to all members of the class may be discussed.

From the student's standpoint, there is less wearisome classroom attendance, more time for individual initiative, more personal attention.

From the instructor's standpoint, there is less wearisome classroom supervision, probably no more expenditure of time than would otherwise be spent in preparation of lectures and marking of papers, and an infinitely greater feeling of accomplishment for the time expended in instruction.

For both the student and the instructor there is an opportunity for developing that student-faculty friendship that may transform a college or a university from an impersonal educational organization into a warmly human institution of learning.

Don't Forget the Small Town Daily

(Continued from page 17)

His work at his newspaper office is varied. It ranges from waiting on customers who want to buy two sheets of cardboard to buying a carload of news print. Usually he writes editorials; often he solicits advertising; always he has work to do.

From a financial point of view this man takes his hat off to no one. Properly managed a newspaper is one of the best properties in any town. These so-called small town dailies are worth from \$25,000 to \$500,000. The weekly payroll ranges from \$500 to \$5,000. I heard a man once closely associated with income tax work say that it had been his observation that in a good town a good newspaper is making more money than a good bank.

With that picture in mind let's return to the young man who might be interested in such a venture as a life proposition. As has been inferred, it requires a peculiar combination of literary and business qualities to fit into this niche of journalism. The man who can reach the highest point of efficiency in both respects should go the farthest.

First and foremost, the young man considering this phase of journalism should have a native fondness for people. He should take the studies and get the experiences that will enable him to have a greater appreciation of peoples' problems. History, economics, sociology, and philosophy are the academic subjects that would fit well here. He should never lose an opportunity to shake hands and meet another person. The more personal contacts the better.

Secondly, the youth looking to this sort of work must keep in mind that the owner of small town daily newspapers are inevitably business men. Some of these publishers aren't very good ones, I will admit, but they have so much buying and selling, so many contacts with business men, and they handle so much money that they must be called business executives whether or not they do a good job of it. It's possible, of course, that a publisher may not have any business sense at all, but if it is supplied by his wife or his son or a partner the requirement is met just as well. So the ambitious youth will learn to keep his own personal expenses down on paper, he will open a bank account and make his figures check with those of the banks, and he will not lose an opportunity to get a job of selling something.

JUST as many successful publishers are not good business men, so are many successful publishers lacking in literary ability. Nevertheless the really first class publisher of a small daily newspaper ought to have some literary streak in his nature. Possibly

it's not necessary that he be able to write a gem of poetry or an article that would break into a national literary journal, but by all means he should know how to write an acceptable news story. He ought to know enough about the editorial side of his publication so as to understand its problems and be thoroughly sympathetic with it.

The fourth and last requirement, which I will discuss in detail, is hard to name and even harder to describe. It's a kind of a moral quality. It might be called the booster spirit. Maybe unselfishness is the word I am after. At any rate the young man should remember that the publishers of highly successful small town daily newspapers are conscious that their properties are quasi-public institutions. They have a sort of burning, undying urge to help their town along, make it a better place in which to live for all the inhabitants. Publishers on the whole aren't nearly as selfish or as narrow minded or as bigoted as the typical banker, manufacturer, or retailer. They're broader, more tolerant, more civic-minded. That sort of streak is born in a man; but it can be developed to some extent.

So it seems that there is truth in what both our successful publishers said at the beginning of this article. There is need for a combination of both business and literary qualities in the management of small town daily newspapers. Larger publications take care of this situation by employing a man to take charge of the business side, and another to look after the editorial end of the institution; but in the case of the small town daily these attributes must be wrapped up in one person.

So to the young man in high school or in college or now employed I would seriously commend a careful study of the possibilities of the small town daily newspaper. He should keep in mind that while the requirements are stiff, the pitfalls many, and the road stony, the rewards are excellent, the satisfaction is great, and the possibilities of service are multifarious.

If a young man thinks he wants to get into this field as a life business he should get a job on a small town daily newspaper as quickly as possible. With all due respect to high school and college newspapers and the spirit of loyalty they command, the large metropolitan papers with their close supervision of youngsters breaking into the game, and the technical magazines where thoroughness is the byword, I believe the small town daily newspaper is the best training ground for the young journalist.

On a small daily the beginner gets a contact with the editorial, advertising, and circulation departments that is invaluable. The relationship between circulation and advertising, the type of material handled and

the quality of the subscribers, and a score of others, is driven home with a vividness that all the journalism classes in the colleges can't equal.

If the young man has a bent for advertising he will discover it sooner on the small town daily where he has some contact with it than on a large publication where the reporters don't even know the advertising salesmen. Likewise, if he is cut out to be a circulation man his work on the small town daily will open his eyes to his own abilities. Or again, if his bent is editorial writing, the small town publication always offers the opportunity for the youngster to try his hand at it.

For a life work or as a training ground for other and more specialized kinds of jobs, the so-called small town daily newspaper deserves the careful and serious study of every young journalist.

Here's How They Do It in Illinois

(Continued from page 13)

a year or more with the City News Bureau as a reporter, or with one of the smaller Chicago papers. He must know the city and must have a record as a reporter or desk man before they will engage him at all. Under such circumstances as this the editorial workers on a large Chicago paper may be expected to have professional standing before or soon after joining the staff. On smaller papers beginners with less experience are found.

Every certificate holder has a responsibility under the Illinois system. He is an examiner and an investigator. He keeps track of the work of the cubs about him and acts for the press committee in certifying the work of experienced men. He may be called on to conduct an examination or an inquiry. His own conduct and work determine the standing of the profession, and he is charged with the responsibility of maintaining high standards.

By special arrangement students who are in their last semester as seniors are offered an examination in theory on the subjects of professional importance so that they may complete all of their work except their "internship" before they leave the school of journalism. This makes it possible for them to qualify for the certificate later without leaving the newspaper office in which they are employed. In the case of students who go to small papers, provision is made for observation of their work by several certificate holders from nearby papers.

This plan is sufficiently like that which was used in the certification of public accountants in the early days, and like the pioneer plans for association certification of architects, and others, to offer the same

chance for success that crowned the plans in these other cases. The accountancy societies for years controlled their own professional certificates and certain architectural societies even today offer their own examinations for special diplomas.

The unique thing about the Illinois plan is that it eliminates restrictions on freedom of the press that might be brought about if state licensing were attempted. It permits complete freedom and allows amateurs and beginners and non-conformists just as many chances to break into print as they have at the present time. It deals not with a permit to practice but with an honorary award for the performance of work of professional quality.

Chicago Alumni Elect Officers

Chicago Alumni Chapter's newly chosen corps of officers and board of directors includes men from every branch of the journalistic profession. Newspaper men, reporters, copy readers, and executives; trade paper writers and editors; house organ editors; publicity men; even radio station program makers—every byway is represented.

Recently the chapter held a meeting at which Earl J. Johnson (Kansas) gave some interesting sidelights on the work of the United Press. Johnson, who is manager of the Central Division of the U. P., illustrated his talk with a motion picture, "Reporting the World."

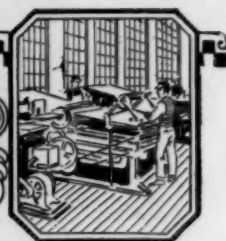
At a meeting scheduled for March 20, Walter A. Strong, publisher of the Chicago *Daily News*, who was elected national honorary member of Sigma Delta Chi at the Missouri convention last November, will be initiated into the fraternity. Walt Gardner, of the Chicago *Daily Drivers Journal*, is to be initiated at the same time.

The officers are: President, Edward R. Egger, Chicago Rapid Transit Company; vice-president, John B. Stone, Chicago *Evening American*; secretary, John G. Earhart, Chicago *Daily Drivers Journal*; treasurer, Fred H. Ward, Jewel Tea Company.

Board of directors: Paul Potter, Chicago *Tribune*; Joseph Lawler, Chicago *Herald and Examiner*; Charles Schwarz, Chicago *Daily News*; Joseph Ator, Chicago *Evening Post*; R. W. Beckman, *Railway Age*; Leslie E. Troeger, Chicago *Daily Drivers Journal*; Charles E. Kane, *Illinois Central Magazine*; Vaughn Bryant, Publicity Department, Northwestern University; K. C. Charles, Radio Studio, Swift & Company; W. J. Kostka, International News Service; M. Hill Lakin, *Sun-Standard*. Albert W. Bates, assistant secretary of Sigma Delta Chi, is press representative.



WITH SIGMA DELTA CHI AFIELD



GEORGE WOLPERT (Marquette '28) is a reporter for the *Milwaukee Journal*.

JAMES BEST (South Carolina) is now with the Associated Press.

JOSEPH BERG (Marquette '29) is doing publicity for the Wisconsin Telephone Company at Milwaukee.

WILLIAM F. GAINES (South Carolina) is a reporter on the *Spartanburg (S. C.) Herald*.

JOHN IMPOLA (Washington '28) is editor of the *Waterville (Wash.) Empire-Press*.

MILT BONA (Washington '30) is now editor of the *Enumclaw (Wash.) Herald*.

PRESTON WRIGHT (Washington '29) has purchased the *Coupeville Island County Times (Wash.)*

W. R. UPDEGRAFF (Ohio State) former assistant to the publisher of the *Longview Daily News*, is now with the *Long Beach (Cal.) Sun*.

ELLIOT CURRY (Washington), formerly of the *Omak (Wash.) Chronicle*, is now with the *Colville (Wash.) Examiner*.

CURTISS SHATTUCK (Washington '29) formerly assistant editor of the *Greenwood Press*, a Seattle community weekly, is now managing editor of the *Juneau (Alaska) Daily Empire*.

GEORGE B. ASTEL (Washington '23), former University of Washington *Daily* editor, is now production manager for the Daken Advertising Agency, Seattle.

ROY M. DOOLEY (Illinois '28), associate editor and advertising manager of the *Vandalia (Ill.) Leader*, recently recovered from an operation for acute appendicitis.

NORMAN HILL (Michigan), formerly of the *Sault Ste. Marie (Mich.) News* and the *Detroit News*, who until recently was assistant business manager of the *Detroit Times*, is now business manager of the *Baltimore News*.

ROBERT BENDER (Washington '21) has moved from New York to Lima, Ohio.

GEORGE MANN (Marquette ex-'28) is on the staff of the *Milwaukee Sentinel*.

WILLIAM A. BRUNSON (South Carolina '29) is a reporter on the *Charleston (S. C.) News and Courier*.

L. M. KLEVAY (Wisconsin) is now connected with the *American Poultry Journal*, Chicago, as an editor.

JESSE A. RUTLEDGE (South Carolina '29) is a reporter on the *Columbia (S. C.) State*.

BILL MCKENNA (Marquette ex-'28) is in the Chicago office of the United Press.

JOSEPH GROESSEL (Marquette '28) is editing the *Port Washington (Wis.) Pilot*.

RUSSELL GINGLES (Marquette '29) is in the advertising department of the Sperry Candy Company at Boston, Mass.

JACK SCHMIDLEY (Marquette '29) is in the advertising department of the *Racine (Wis.) Journal-News*.

FRED MONTEIGEL (Marquette '28) is in the college annual department of Pontiac Engraving Company, Chicago.

DONALD McNEILL (Marquette '29) is an announcer for the Milwaukee *Journal* radio station WTMJ. He also writes features for the *Journal*.

FRANK VANDER HEIDEN (Marquette '29) is manager of the Marquette University Press and instructor in the College of Journalism.

LAURENCE H. SLOAN (DePauw), one of the founders of Sigma Delta Chi and now a member of the board of trustees for THE QUILL Endowment Fund, is the author of a new book, "Corporation Profits," published by Harper & Brothers as one of the Harper Business Books. The book is described as "A Study of Their Source, Variations, Use and Distribution in a Period of Prosperity." Sloan is managing editor of the Standard Statistics Company, New York City.

WALTER BURROUGHS (Washington) is now manager of the Western Printing Company, Seattle, Wash.

JOHN SHINNERS (Marquette '29) is with the Bruce Publishing Company, Milwaukee.

BEN KARTMAN (Illinois) is make-up man on the *Chicago Daily News*. Charles Schwarz (Illinois) is on rewrite desk.

WALLACE R. DEUEL (Illinois) is on the foreign service staff of the *Chicago Daily News*.

JAMES MULLEN (Illinois) is a reporter on the staff of the *Lansing (Mich.) Capitol News*.

JAMES BALL (DePauw '29) is taking postgraduate work at the Medill School of Journalism, Evanston, Ill.

CARL SANDQUIST (Washington '28), formerly executive secretary of the University of Washington, has been appointed executive secretary of the University of Washington Alumni Association.

BERNE JACOBSON (Washington '30) is preparing the annual number of the *Seattle Journal of Commerce*. After finishing this, he plans an extensive trip throughout the country and down the Mississippi to gather material for short stories.

SAMUEL H. RECK, JR., (Iowa State '29) writes sadly that it hurt when THE QUILL called him "assistant bulletin editor at South Dakota State College." Says Reck: "As a matter of fact my title on the campus is nothing less than 'Editor of Extension,' and it was a blow to my ego to be called an assistant to anything. I admit that I have charge of editing all extension publications, but the title 'assistant bulletin editor' doesn't convey an adequate impression of all my other more important activities. No lawsuit will be ensuing." On the day he wrote it was 32 degrees below zero, but he didn't freeze up, he said, because he had three suits of 50 per cent wool underwear on.

JAMES P. McEVOY (DePauw '29) is with the Brooksville (Fla.) *Herald*.

RALPH COLE (DePauw '29) is with the Brainerd *Dispatch*, Brainerd, Minn.

C. MALDEN JONES (Illinois '29) is now on the staff of the New York *Herald-Tribune*.

HAROLD HUTCHINGS (Illinois '29) is working on the Champaign (Ill.) *News-Gazette*.

ROBERT HEILMAN, JR., (Washington '29) is with the Tacoma *News-Tribune*.

F. T. MITTAUER (Stanford '28) is with Russell, Miller & Company, brokers, San Francisco, Calif.

C. D. WOOD (Stanford '29) is with Young & McAllister Advertising Agency, Los Angeles, Calif. Wood was president of the Stanford chapter last year.

F. W. SPEERS (Stanford '28) former president of the Stanford chapter, is on the desk of the Denver (Colo.) *Post*.

LYNN BRAMKAMP (Stanford '29) is with the Pacific Coast office of Time, Inc., Publishers, publishers of *Fortune* and *Time*.

DWIGHT L. PITKIN (DePauw '23) has resigned his position as editor of the Findlay (Ohio) *Courier* to cover general assignments for the Detroit *News*. Pitkin formerly was on the sports desk of the Chicago *Tribune*. He was editor of the *Courier* for more than three years.

It took Sigma Delta Chi and a university president—a former journalism dean—to get a master's degree for Mitchell V. Charnley, associate editor of *The American Boy* and one-time editor of the University of Washington *Daily*.

Back in 1921, Charnley wrote his master's thesis, a history of Sigma Delta Chi, but left Washington before taking the required oral examination. When he returned to Seattle at Christmas he found in the president's chair the former had of the journalism school, Dr. M. Lyle Spencer. Others on the faculty examining board were: Prof. Robert W. Jones, also national president of Alpha Delta Sigma, professional advertising fraternity; Fred W. Kennedy, laboratory director, and also executive secretary of the Washington State Press Association; and Byron H. Christian, now an assistant professor of journalism but an undergraduate contemporary of Charnley's.

In Charnley's honor, twenty-two active and associate members of Sigma Delta Chi in Seattle held a downtown luncheon on January 2.

MORRIS ROBERTS (Baylor '29) is city editor of the Pampa (Tex.) *Times*.

JAMES K. TOLER (Louisiana State '25) is Associated Press correspondent at Jackson, Miss.

FRANK J. McENIRY (Colorado '20) is assistant manager of the Palace Hotel, San Francisco.

J. B. POWELL (Missouri '10) is editor and publisher of the *China Weekly Review*, 4 Avenue Edward VII, Shanghai, China.

ROBERT M. KIST (Oregon State '29) is half owner and co-editor of the Rushville (Ind.) *Telegram*.

ALMON W. McCALL (Northwestern '29) is editor of the Grand Haven (Mich.) *Daily Tribune*.

VIVIAN D. CORBLY (Montana '24) is National Adjutant of the Disabled American Veterans of the World War, with offices in Cincinnati, Ohio.

HERBERT S. CASE (Michigan '23) now owns the Munising (Mich.) *Press* and the *Munising News*. He purchased and combined with the latter *Wright's Illustrated Weekly* and the *Cloverland Farmer*. His plant prints several publications, among them the Upper Peninsula Development Bureau *News* and the magazine for the Northern Michigan Sportsmen's Association. Case also owns the Cloverland Paper Company, and is the paper jobber in the Upper Peninsula for the Munising Paper Company. Before going to Munising, Case was a reporter on the staff of the Detroit *Times*.

When spring initiation of the University of North Dakota chapter of Sigma Delta Chi is over, the Fargo (N. D.) *Forum* will have in its employ 10 members of the fraternity, including associates.

Seven now on the roll are: Edward M. Yocum, state editor; Ross Phipps, day telegraph desk; Norman B. Black, publisher; George A. Benson, editorial writer; J. A. Purcell, sports editor; Charles R. Andrus and Gerald W. Movius, local staff.

Three others to be initiated this spring are: Lorne Wilde, agricultural writer; H. D. Paulson, editor-in-chief; and Sidney W. Hooper, city editor.

Andrus, Phipps, and Movius came to the *Forum* last spring. Last year Glenn R. Parson (North Dakota) now manager of the North Dakota radio station, was on the newspaper's night desk. Charles Burke, former city editor of the *Forum* and now manager of the Fargo radio station, is also a member.

DOUGLAS TIMMERMAN (Nebraska '30) is reporting for the Lincoln *Star*.

GEORGE WHEELER HINMAN, JR., (Wisconsin '13) is with Universal Service in Paris, France.

SAMUEL I. THACKREY (Kansas State '25) is now on the Fort Worth (Tex.) *Press* copy desk.

C. E. HARPER (Baylor '29) is now editor and manager of the Minden (La.) *Herald*.

WILLIAM F. JONES (Nebraska '27) is with the advertising department of *Successful Farming*, Des Moines, Iowa.

HAROLD HUTCHINS (Illinois) is a reporter for the Champaign, (Ill.) *News Gazette*.

HENRY P. EDWARDS (Ohio State Associate), formerly with the Cleveland (Ohio) *Plain Dealer*, is now with the American Baseball League offices in Chicago, Ill.

KEN PATRICK (Michigan), who was managing editor of the Michigan *Daily* while in college, is now in the publicity department of the General Electric Company at Schenectady, N. Y.

PHIL WAGNER (Michigan '25), who has been with the publicity department of the General Electric Company since his graduation from the university as editor of the eight Works papers, reported to the Baltimore *Sun* on February 1 as a member of its editorial writing staff. Wagner was managing editor of the Michigan *Daily* while at Ann Arbor.

HAROLD J. TUNE (Western Reserve '28) and ARTHUR C. PALM (Western Reserve '28) are writing publicity for the Cleveland Community Fund. Tune is secretary of the radio division, and Palm is secretary of the films division.

Sigma Delta Chi and the University of Kentucky are generously represented on staffs of Lexington, Kentucky, newspapers. Nine members of the fraternity are employed by the two dailies, seven by the Lexington *Herald* and two by the Lexington *Leader*. On the *Herald* staff are: Frank K. Hoover, '28, sports editor; Neil Plummer, '28, city editor; John W. Dundon, '29, state editor; Ollie M. James, '31, reporter (now covering the Kentucky State Legislature at Frankfort); O'Rear K. Barnes, '30, star reporter; Wilbur G. Frye and Edwards M. Templin, reporters. On the *Leader*, Emmanuel Sargent, '30, is in charge of foreign advertising, and John Stoll, publisher, is an associate member.

North Dakotans Join Crusade

Sigma Delta Chi's crusade for revised contempt of court laws, which would make it impossible for a complaining judge to pass judgment in cases of indirect contempt, has gained an adherent in the North Dakota Press Association.

At their meeting at Grand Forks, N. D., in January, the North Dakota journalists gave their unanimous endorsement to the resolution passed by the Fifteenth Annual Convention of Sigma Delta Chi. More, it turned over the matter to its full-time legislative committee for action.

Maurice O. Ryan, alumni secretary of the fraternity and editor of the *Greater North Dakotan*, presented the resolution to the association. It was enthusiastically received, Ryan reports.

Adams Begins World Tour

Professor Bristow Adams (Stanford '00), national honorary president of Sigma Delta Chi and head of the office of publication, New York State College of Agriculture, at Cornell University, is on his way around the world. His absence from Cornell corresponds with his period of sabbatic leave, granted him during the second term of this academic year.

Professor Adams is circling the world in long, easy laps, with plenty of rest between them. The first lap, from Ithaca to the Pacific Coast, and the second, from San Francisco to Honolulu, have already been completed. In May, Professor Adams will begin the third lap, touching Japan, China, India, Arabia, Egypt, and a number of European countries on his way to London. He will sail from England for the United States in time to reach Ithaca about midsummer.

On the West Coast, Professor Adams rested by addressing meetings of Cornell alumni in Los Angeles and San Francisco. He also talked to classes in journalism at Stanford, where Professor Everett W. Smith, his roommate at college, is now teaching, and to the Stanford chapter of Sigma Delta Chi.

In Hawaii, Professor Adams is teaching two courses at the University of Hawaii at the invitation of President David L. Crawford, one of them dealing with the conservation of natural resources and the other with journalistic writing. They are similar to the courses he has been giving at Cornell during the last fifteen years.

Professor Adams hopes to be present at the international track meet in London in early summer when teams sent by Princeton and Cornell will compete against Cambridge and Oxford. His last trip to Europe was in connection with the international meet of 1926.

Radio Experts Say Advertisers Overload Broadcasts

Dr. Lee DeForest, recently elected president of the Institute of Radio Engineers, in his inaugural address warned the radio industry that broadcasting programs sponsored by advertisers who load entertainment with too much salesmanship are destroying public acceptance of radio.

"Crass," "near-sighted," "selfish," "blatant," were some of the words Dr. DeForest used in his bitter denunciation of the evil days that have fallen upon radio.

Criticized for his stand, Dr. DeForest was defended by A. J. Kendrick, president of Sound Studios, New York. Mr. Kendrick called on the friends of broadcasting to fight "the insidious influence of the avicious advertiser."

"Too many radio sponsors desire to hear the ring of their names every few minutes, and also the names of their products, their addresses, the price of their merchandise, down payments, and the like. They have yet to learn that such broadcasting loses good will instead of gaining it. The fault lies partly with the stations, but chiefly with greedy and ignorant advertisers and program agencies.

"Direct advertising by radio hurts the sponsor—it is better to associate the name of the product with a fine program than with a price tag. Newspapers may carry direct advertising, since they also print reading matter, but radio must behave as privileged guest. It must stop talking in terms of price."

Faculty Advisers Honored

Faculty advisers of Sigma Delta Chi chapters at several institutions were honored when the convention of the American Association of Schools and Departments of Journalism, and the annual meeting of the American Association of Teachers of Journalism, were held at Baton Rouge, La., during the Christmas recess. Among advisers honored are:

Eric W. Allen, Oregon School of Journalism, elected president of the A.A.S.D.J.

H. H. Herbert, University of Oklahoma, elected secretary-treasurer of the A.A.S.D.J. and also of the A.A.T.J.

John E. Drewry, University of Georgia, named president of the A.A.T.J.

Blair Converse, Iowa State College, placed on executive committee.

A Nip on the Heel!

Each spring morning, the Cerberus at the gate of the newspaper editor howls dismally, and the executive knows that the Collegiate Order of the Itching Heel is forming in line.

June is in the offing; and that long deferred trip around the world (which may, in a pinch, be reduced to a voyage to Europe) becomes a possibility. Nothing is lacking save a shrewd newspaper, which senses what a golden reward it may have if it will but supply editorial credentials and advance a modest amount (say \$1,000) in anticipation of weekly, daily, even hourly dispatches or features. A salary would be appreciated, but failing that, assurance of space rates for whatever the traveler writes will do.

Hasn't it struck the editor what a hit an O. O. McIntyre sort of column from Paris or Timbuctoo would make? Especially from a home boy with a regiment of friends among the students and alumni of old Siwash? With a cultural background including two years of college French taken, and passed? And with a keen sense of humor, as demonstrated in the Columns of the Siwash Raspberry? What am I offered?

The gate!

And a nip on the heel from Cerberus!

Discursive commentary, serious or humorous, is the hardest sort of foreign correspondence and commands the slightest of markets. Unfortunately, there are thousands of such people, young and old, who aspire to travel and lack the means. People with fine minds, who are ready "for to see and to admire"; who are of distributive temperament, and hence willing to share all their precious experiences with the public; who are observing, reflective, and anxious to publish their thoughts. But newspapers do not welcome such commentaries, as a rule, unless they carry recognizable authority to their readers.

Besides, everybody on the editorial staff, including the editor, wishes he might have the opportunity the visitor seeks. Which, obviously, is answer enough.

Extra-a-a! The Quill Errs

In its March issue, THE QUILL stated that Arthur C. Senske is a member of the staff of the Virginia (Minn.) *Enterprise*. It isn't so, and THE QUILL apologizes. The fact is that Senske, before he took his present job on the copy desk of the St. Paul *Daily News*, was on the staff of the Los Angeles *Herald*. He has never been a member of the staff of the *Enterprise*, he says, although Virginia is his home town.



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